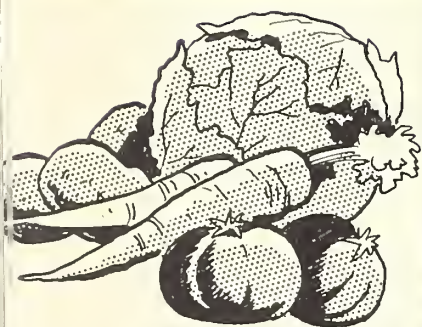


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Spring Vegetables

1963

Acreage Marketing Guides



Spring Melons

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**UNITED STATES DEPARTMENT OF AGRICULTURE
Agricultural Marketing Service • Washington, D. C.**

F O R E W O R D

The acreage-marketing guides program is designed to help growers in appraising the markets for their commodities and developing a realistic planting and production schedule. The guides provide the latest information available concerning the market potential for potatoes and each major commercial vegetable crop and the acreage needed to produce a supply in balance with market requirements.

The guides are prepared by specialists who follow the markets for the different commodities closely throughout the year. They analyze the variations of the market, check production and market opportunities, interpret the past seasons and their meaning for the coming one. All factors affecting the supply and demand for vegetables are given full consideration.

On the basis of this continuous study of the market, specific acreage recommendations are prepared for each vegetable. These recommendations are the best possible estimates of the acreage needed to provide adequate supplies - enough to satisfy consumers' needs but not so much that prices get depressed.

The guide for each commodity is presented in terms of a percentage change in acreage from the preceding year's acreage. Each grower then can apply this percentage change to his own operation and obtain his individual guide. The recommendations are reviewed before publication by representatives of various agencies in the Department with particular interest in the vegetable industry.

The fundamental concept behind the guides program is that, given the latest information available, the grower will make intelligent decisions for his and the industry's best interest. When growers have kept acreage within the levels recommended by the Department, few marketing difficulties have been encountered.

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1963 Acreage-Marketing Guides
Spring Vegetables and Melons

The basic objective of acreage-marketing guides is to aid growers in bringing about a needed change in planted acreage from that of the preceding year so that the resulting production will be in balance with market requirements. The performance of every vegetable producer has a bearing upon the ultimate market for a given commodity. Therefore, to improve prospects for a successful season, each grower should adjust his own acreages in accordance with the individual commodity guide. For example, when it is recommended that the 1963 acreage of late spring sweet corn be reduced 5 percent from the acreage planted in 1962, every grower of late spring season sweet corn should decrease his plantings by 5 percent.

I. 1962 GENERAL REVIEW AND RECOMMENDATIONS FOR 1963

Spring vegetable growers encounter adverse weather in almost every year. In 1962 their problems began before plantings were completed. In Texas, young plants were destroyed by a sharp freeze in January and replanting was necessary. Recurring frosts and lack of rainfall slowed development in Florida. February and March were unusually cool and wet in the West. Field activity was hindered substantially and plantings of early spring crops in California were 14 percent below 1961. Aggregate planted acreage of all spring vegetables was down 4 percent.

Crops generally recovered well from their early difficulties. But the acreage reduction was not overcome. Total production of spring vegetables was 5 percent less than in 1961 and the smallest since 1949. The early adverse weather resulted in distorted harvest schedules and supplies of most vegetables were limited in the early part of the marketing season. This resulted in particularly high prices for celery and the early spring cabbage, lettuce, onion and tomato crops. As volume reached normal levels later in the season, prices for most vegetables eased downward. However, with the exception of a few late spring crops, average prices for all spring vegetables exceeded the 1956-60 average. The index of prices received for spring vegetables was 28 percent higher than the 1947-49 base. Gross returns totaled 205 million dollars, nearly a fourth greater than in 1961. The 1963 guides recommend an aggregate spring vegetable acreage 3 percent larger than in 1962. With normal abandonment and average yields, this acreage would result in a production 1 percent more than in 1962.

Troublesome delays also affected melon producers. Early cantaloup crops were particularly retarded, and as a result, harvest in all of the major western producing areas started at about the same time. The subsequent flood of supplies drove prices to low levels. In contrast, watermelons returned attractive prices from March through mid-June. However, in the latter part of the season, north Florida harvest overlapped picking in early summer states. Prices then dropped sharply and a substantial part of the crop was abandoned.

The 1963 guides suggest a cantaloup acreage equal to 1962. With normal growing conditions and timing of harvests, better markets should prevail. Recommendations for watermelons call for no change in acreage in California but 5 percent fewer plantings in Florida. A moderately smaller supply of watermelons would improve the likelihood of market stability.

Specific acreage recommendations for 1963 spring vegetables are as follows:

Commodity	: Percentage change in 1963 planted : acreage compared with 1962
	<u>Percent</u>
Lima Beans	No change
Snap Beans (early)	Plus 10
(mid)	No change
(late)	Plus 5
Broccoli (early)	Plus 10
(late)	No change
Cabbage (early)	Plus 5
(late)	No change
Carrots	No change
Cauliflower (early)	Plus 5
Celery	No change
Sweet Corn (early)	No change
(late)	Minus 5
Cucumbers (early)	Plus 10
(late)	South Carolina: Minus 10
	All other states: No change
Eggplant	Plus 10
Lettuce (early)	Plus 10
(late)	No change
Onions (early)	Minus 10
(late)	Minus 5
Peas (early)	Plus 10
Green Peppers	Plus 10
Spinach	No change
Tomatoes (early)	Plus 10
(late)	No change
<u>Spring Melons</u>	
Cantaloups	No change
Watermelons (late)	Florida: Minus 5
	California: No change

II DEMAND FOR VEGETABLES IN THE SPRING OF 1963

Prospective trends in demands on the economy by consumers, business and government suggest that, on balance, the modest uptrend in economic activity experienced in mid-1962 would likely continue into 1963. Per capita real incomes will probably be about the same in the spring of 1963 as in the spring of 1962. In conjunction with increasing population, this indicates that the demand for spring vegetables will remain at a high level. Prices received by growers for individual commodities will be largely influenced by the volume produced, timeliness of harvest, and the quality of the products available to the consumer.

Business investment rose 15 percent above year-earlier levels in January-September, 1962 and total fixed investment increased steadily throughout the year. Business inventories continued to rise with expanding business activity, but the rate of build-up was much slower in the summer and fall than when large steel inventories were being accumulated earlier this year. A sharp decrease in the rate of inventory build-up in the third quarter led to a moderate decrease in total private domestic investment and the total level of investment is not expected to change much in the coming months. Government spending increased about 10 percent from the first 9 months of 1961 to those of 1962. Expenditures by the Federal Government may increase around 3.5 billion dollars in the coming year. With prospects for more government spending and little rise in revenues for next year, an increase in the Government deficit is indicated.

Personal consumption expenditures were up more than 5 percent in the first three quarters of 1962 from a year earlier and consumer buying of goods and services will likely continue to rise moderately into 1963. Employment increased during 1962 and the labor force was a little larger than a year earlier, resulting in a decrease in the rate of unemployment. The modest uptrend in demand in prospect for 1963 would not preclude some quarterly variation in total economic activity and gains in consumer purchasing power may be small between now and next spring. However, real incomes per capita are likely to be maintained.

III FOREIGN TRADE, SPRING VEGETABLES

Imports: There was a 40 percent rise in imports of the six major spring vegetables during the spring of 1962 compared with a year earlier. All commodities shared in this increase, with onions and peppers doubling their previous year's total. Relatively attractive domestic prices was the principal factor contributing to the expansion. Mexico is by far the most important supplier during the spring season, furnishing almost 90 percent of the total in 1962. Cuba, because of the embargo imposed a year ago, no longer is able to ship produce to the United States. Because of this, several Caribbean countries are endeavoring to capture Cuba's previous share in the U. S. market.

The outlook for the 1963 season is for continued imports for the Caribbean area but volume will depend upon U. S. market and price conditions. Mexico will continue to dominate the import picture during the March-June period; its potential for increasing production is good and it has proved itself capable of meeting the quality requirements exacted by the discerning U. S. market.

Exports: Spring vegetable exports in 1962 amounted to 480 million pounds, down from 504 million pounds in 1961 and 541 million pounds in 1960. While several commodities shared in the general reduction during the season, the largest factor was the decrease in shipments of potatoes to Canada. A valuation for duty purposes of \$2.78 hundredweight f.o.b. U. S. shipping point imposed by the Canadians last year was a major factor in the reduction, along with Canada's large potato crop. The valuation for duty purposes was again implemented this year, and will serve to limit any growth in potato exports to Canada. The current f.o.b. value is \$2.67 per hundredweight in Canadian dollars and seed potatoes are excluded. The valuation is applicable from Port Arthur west. The devaluation of the Canadian dollar to 92.5 cents to the U. S. dollar, plus a surtax of 5 percent on a number of vegetables, is likely to reduce exports to Canada.

Spring Vegetables: Exports from United States, March through June 1962, with comparisons for 1961

Commodity	March-June 1962		March-June Total	
	Canada	Other	1962	1961
	----- 1,000 Cwt. -----			
Beans, fresh	59.2	3.4	62.6	61.9
Cabbage	405.5	1.7	407.2	425.3
Carrots	607.2	38.8	646.0	599.2
Celery	345.3	13.9	359.2	426.7
Lettuce	701.0	12.5	713.5	685.2
Onions	375.2	120.9	496.1	532.7
Peppers	43.0	2.9	45.9	47.2
Potatoes 1/	1,070.3	296.2	1,366.5	1,382.4
Tomatoes	342.1	3.2	345.3	395.5
Watermelons	353.9	5.0	358.9	481.7

1/ Includes all Potatoes.

Bureau of the Census.

SPRING VEGETABLES: Monthly Imports into the United States, 1962

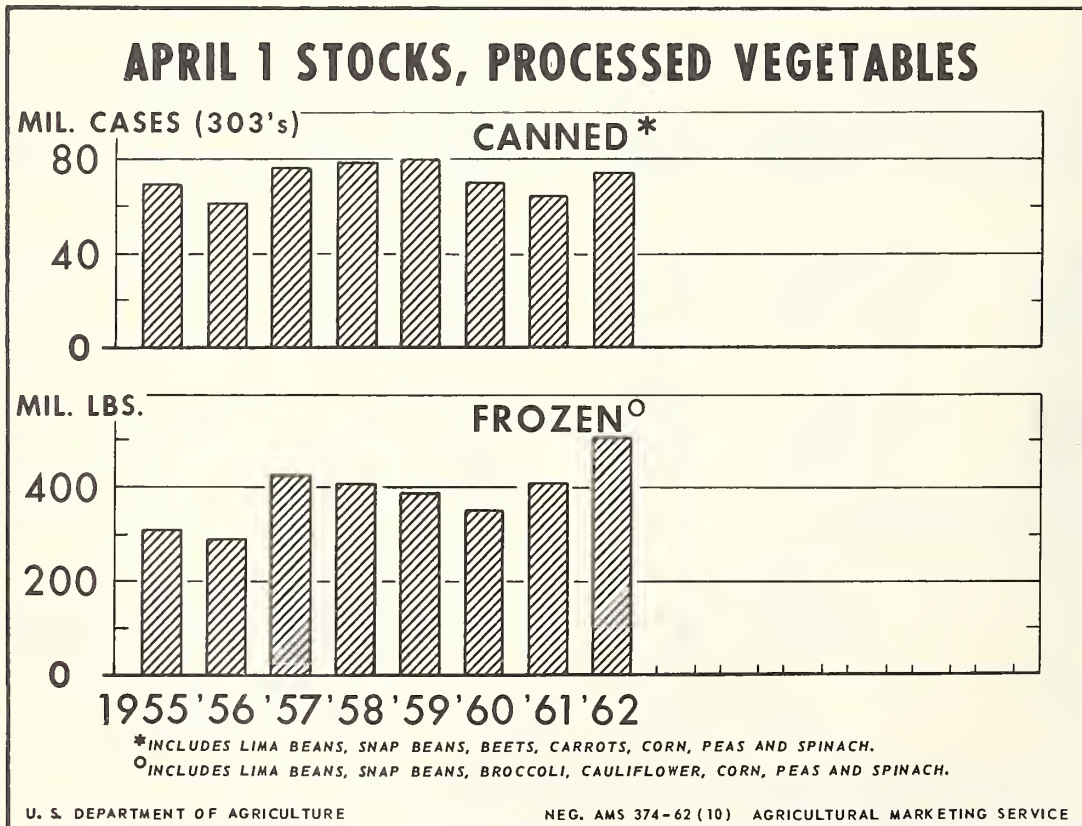
Commodity and Country of Origin	1962				: March-June Total	
	: March	: April	: May	: June	: 1962	: 1961
- - - - - 1,000 hundredweight - - - - -						
<u>Cantaloups</u>						
Mexico	108.7	336.3	412.6	84.1	941.7	746.3
El Salvador	.1	.2	---	.2	.5	.5
Guatamala	---	.3	---	---	.3	---
Canada	---	.2	---	---	.2	---
Total 1/	108.8	337.1	412.6	84.3	942.7	747.0
<u>Cucumbers</u>						
Mexico	47.8	14.5	1.7	---	64.0	23.9
Bahamas	48.7	5.4	---	---	54.1	66.9
Haiti	29.6	13.8	---	---	43.4	---
Guatamala	16.4	3.0	---	---	19.4	---
Canada	---	1.4	10.9	.7	13.0	.9
Cuba	---	---	---	---	---	36.3
Total 1/	142.5	38.1	12.6	.7	193.9	130.4
<u>Onions</u>						
Mexico	238.3	11.7	11.5	---	261.5	142.0
Chili	123.5	57.7	2.2	1.9	185.3	74.6
Italy	.4	---	5.1	25.1	30.6	15.0
New Zealand	8.8	3.6	1.5	.1	14.0	3.5
Total 1/	371.0	73.3	20.3	27.1	491.7	235.5
<u>Peppers</u>						
Mexico	31.9	28.4	19.8	3.6	83.7	39.2
Dom. Rep.	.5	.3	.4	.1	1.3	2.2
Total 1/	32.4	28.7	20.2	3.7	85.0	41.8
<u>Tomatoes</u>						
Mexico	486.9	563.8	236.1	33.7	1,320.5	851.9
Dom. Rep.	---	.1	1.0	3.6	4.7	2.9
Bahamas	---	.8	3.5	.2	4.5	51.8
Leeward & Windward Islands	1.0	.3	.1	---	1.4	---
Canada	.3	.4	.5	.1	1.3	.7
Total 1/	488.2	565.5	241.3	37.6	1,332.6	932.4
<u>Watermelons</u>						
Mexico	61.6	83.7	252.9	36.3	434.5	395.0

1/ May include small amounts from other areas.
Bureau of the Census.

IV PROCESSED VEGETABLES

Canned: During the spring of 1962, aggregate supplies of the major canned vegetables were moderately larger than in 1961. Heavier stocks of lima beans, snap beans, sweet corn and tomatoes more than offset reduced holdings of carrots, peas and spinach. The demand for canned vegetables was strong during the spring months and movement held at a high rate. Nevertheless, the aggregate carryover into the 1962 packing season was large. Production and pack data currently available indicate that total canned vegetable supplies for the 1962-63 marketing season will be larger than during the past season. Peas are in balance with market needs. But supplies of all other major canned vegetables are expected to exceed requirements.

Frozen: Supplies of frozen vegetables were record large in the spring of 1962. Low prices for frozen vegetables and reduced fresh supplies resulted in a high rate of shipments during the spring. But the carryover into the packing season was heavy. Packs of practically all frozen vegetables will be smaller than in 1961. However, for most commodities, large carryover stocks will be nearly offsetting; total frozen supplies available during the spring of 1963 are likely to be only slightly smaller than in 1962.



SUPPLIES OF CANNED AND FROZEN VEGETABLES,
MARKETING SEASONS 1960-61 and 1961-62

Commodity	Total Supply		April 1 Stocks	
	1960-61	1961-62	1961	1962
Million Cases 24/303's				
<u>Canned Vegetables</u> 1/				
Lima Beans	4.6	5.3	2/ 2.0	2/ 2.6
Snap Beans	40.8	47.5	11.9	16.6
Beets	12.9	13.5	2/ 4.6	2/ 4.6
Carrots	7.5	6.3	2/ 3.1	2/ 2.8
Sweet Corn	41.9	51.4	15.2	20.9
Green Peas	39.2	38.7	11.9	10.7
Spinach	10.9	11.0	3/ 3.3	3/ 2.8
Tomatoes	38.3	42.8	13.3	14.1
<u>Frozen Vegetables</u>				
		Million Pounds		
Lima Beans	166.3	193.7	67.3	97.1
Snap Beans	186.8	211.5	63.7	94.7
Broccoli	153.5	162.8	47.4	42.2
Cauliflower	58.6	59.9	23.6	21.1
Sweet Corn	160.2	210.5	61.7	94.8
Green Peas	373.0	420.7	92.5	122.5
Spinach	146.7	153.8	55.6	35.7

1/ Includes canners and distributors stocks.

2/ Interpolation

3/ March 1 stocks

National Canners Association, National Association of Frozen Food Packers,
Census Bureau, U. S. Department of Commerce and SRS, USDA.

Spring Vegetables: 1963 Planted Acreage Guide With Comparisons

Commodity	Planted Acreage					Percent Acreage Guide is of:				
	: 1963	: 1962	: 1956-60	: 1951-55	: 1962	: 1956-60	: 1951-55	: 1961	: Average	: Average
	: Guide	: Prel.	: Average	: Average	: Prel.	: Average	: Average	: Prel.	: Average	: Average
	Thousand Acres					Percent				
Beans, Lima	3.4	3.4	3.4	3.8	5.2	100	100	89	65	
Beans, Snap										
Early	14.2	12.9	15.5	16.8	18.7	110	92	85	76	
Mid	13.8	13.8	14.1	14.3	20.6	100	98	97	67	
Late	14.9	14.2	14.5	16.1	20.0	105	103	93	74	
Broccoli										
Early	13.0	11.8	14.2	13.4	10.8	110	92	97	120	
Late	.4	.4	.8	.8	.7	100	50	50	57	
Cabbage										
Early	13.8	13.1	13.2	15.6	19.0	105	105	88	73	
Late	7.6	7.6	7.5	8.3	9.3	100	101	92	82	
Carrots	2.1	2.1	2.2	2.7	5.5	100	95	78	38	
Cauliflower										
Early	7.6	7.2	8.2	7.8	6.9	105	93	97	110	
Celery	7.1	7.1	6.8	7.9	6.7	100	104	90	106	
Corn, Sweet										
Early	41.5	41.5	38.5	38.3	36.9	100	108	108	112	
Late	14.0	14.7	13.7	13.8	15.3	95	102	101	92	
Cucumbers										
Early	11.1	10.1	10.8	12.9	13.1	110	103	86	85	
Late	15.4	16.1	15.2	14.5	13.5	96	101	106	114	
Eggplant	1.1	1.0	1.1	1.3	1.1	110	100	85	100	
Lettuce										
Early	37.4	34.0	40.5	47.1	46.7	110	92	79	80	
Late	5.9	5.9	6.2	7.4	8.1	100	95	80	73	
Onions										
Early	23.0	25.5	22.5	35.2	35.7	90	102	65	64	
Late	8.0	8.4	7.6	12.8	15.9	95	105	62	50	
Peas, Green										
Early	2.4	2.2	3.3	4.0	6.8	110	73	60	35	
Peppers, Green	8.6	7.8	8.1	9.6	8.4	110	106	90	102	
Spinach	6.0	6.0	7.2	7.9	10.8	100	83	76	56	
Tomatoes										
Early	29.6	26.9	31.9	50.7	65.3	110	93	58	45	
Late	19.3	19.3	18.5	29.2	48.3	100	104	66	40	
Total	321.2	313.0	325.5	392.2	449.3	103	99	82	71	

Spring Vegetables: 1963 Probable Production With Comparisons

Commodity	: Production 2/					: Probable Production from			
	: 1963 1/: 1962 : 1956-60 : 1951-55 : 1962 :					: Acreage Guide as percent of:			
	:Guide : Prel. : 1961 : Average : Average : Prel. : 1961 :Average:Average								
	- - - - - 1,000 tons - - - - -					- - - - - Percent - - - - -			
Beans, Lima	3.9	3.6	4.2	4.1	5.8	108	93	95	67
Beans, Snap									
Early	23.6	17.8	25.5	25.4	29.4	133	93	93	80
Mid	17.2	16.4	19.3	17.8	20.5	105	89	97	84
Late	32.0	27.6	31.2	34.4	38.4	116	103	93	83
Broccoli									
Early	43.6	37.2	52.6	42.8	34.1	117	83	102	128
Late	1.7	1.8	3.0	3.6	2.4	94	57	47	71
Cabbage									
Early	86.6	88.8	86.3	98.3	113.2	98	100	88	77
Late	50.1	47.0	49.4	55.2	57.3	107	101	91	87
Carrots	22.8	25.7	22.6	24.8	53.7	89	101	92	42
Cauliflower									
Early	32.7	28.8	36.9	32.2	30.2	114	89	102	108
Celery	159.3	158.4	172.4	175.3	181.3	101	92	91	88
Corn, Sweet									
Early	142.4	146.8	124.7	127.0	107.7	97	114	112	132
Late	39.5	36.6	39.5	39.3	40.5	108	100	100	98
Cucumbers									
Early	43.9	41.6	51.6	47.2	48.8	106	85	93	90
Late	52.0	47.4	53.2	49.0	42.4	110	98	106	123
Eggplant	6.4	6.3	7.7	6.5	6.8	102	83	98	94
Lettuce									
Early	351.4	350.0	376.2	343.0	284.0	100	93	102	124
Late	44.4	44.6	43.5	55.6	58.0	100	102	80	77
Onions									
Early	129.7	133.8	126.8	141.6	104.4	97	102	92	124
Late	88.8	91.0	83.6	110.5	103.0	98	106	80	86
Peas, Green									
Early	5.3	5.7	7.8	6.7	10.8	93	68	79	49
Peppers, Green	32.4	29.1	34.6	28.4	27.2	111	94	114	119
Spinach	17.7	16.4	20.2	21.7	32.3	108	88	82	55
Tomatoes									
Early	186.1	195.9	195.7	188.8	194.2	95	95	99	96
Late	46.6	42.8	55.6	55.3	68.2	109	84	84	68
Total	1,660.1	1,641.1	1,724.1	1,734.5	1,694.6	101	96	96	98

1/ Computed: planted acreage guide for 1963 spring vegetables, less normal abandonment, times average yield.

2/ Includes some quantities not marketed. (See individual statements for particulars)

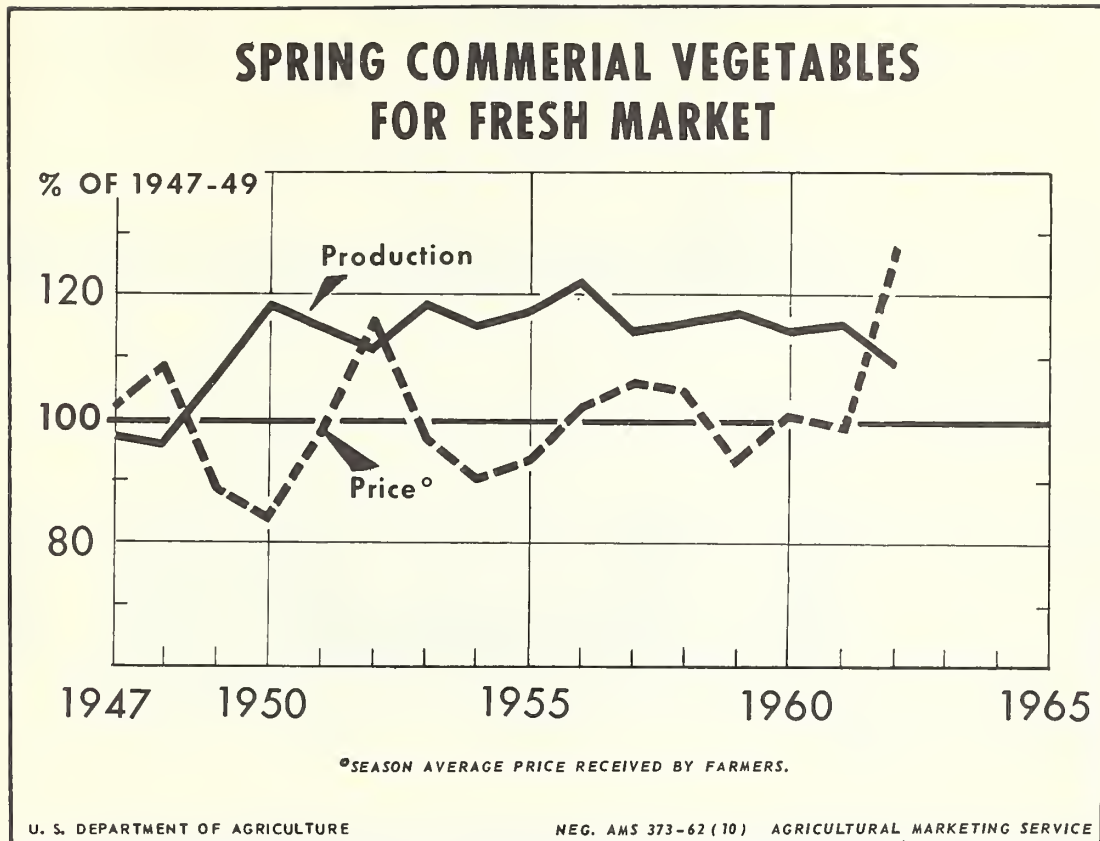
Spring Melons: 1963 Acreage Guides With Comparisons

Commodity	Planted Acreage				Percent Acreage Guide is of:			
	1963 : Guide :	1962 : Prel. :	1956-60 : Average :	1951-55 : Average :	1962 : Prel. :	1956-60 : Average :	1951-55 : Average :	
	- - - - -	- - - - -	- - - - -	- - - - -	- - - - -	- - - - -	- - - - -	
		Acres				Percent		
Cantaloups	33,100	33,100	28,600	39,300	42,560	100	116	
Watermelons	73,300	76,800	73,700	98,980	94,480	95	99	
Total	106,400	109,900	102,300	138,280	137,040	97	104	

Spring Melons: 1963 Probable Production With Comparisons

Commodity	Production 2/				Probable Production from Acreage Guide as Percent of:			
	1963 1/:		1962 :		1956-60 : 1951-55 :		1962 : 1956-60 : 1951-55 :	
	Guide :	Prel. :	1961 :	Average :	Average :	Prel. :	Average :	Average :
	Tons				Percent			
Cantaloups	194,650	196,700	162,450	191,550	208,700	99	120	93
Watermelons	391,450	428,400	466,550	439,050	390,550	91	84	100
Total	586,100	625,100	629,000	630,600	599,250	94	93	98

- 1/ Computed: Planted acreage guide for 1963 spring melons, less normal abandonment, times average yield.
 2/ Includes some quantities not marketed. (See individual statements for particulars)



In 1962 unfavorable weather struck in all major spring vegetable areas. Plantings were held down and yields on fields for early harvest were lowered. Spring vegetable output was 5 percent less than in 1961 and the smallest since 1949. In addition to reducing production, the adverse weather resulted in severe distortions of harvest schedules. Supplies were light early in the season and sold at very high prices. Although prices declined gradually as the season progressed, average prices for all commodities were high. The index of prices received by growers was 28 percent above the 1947-49 base period.

1963 Acreage-Marketing Guides
Spring Vegetables

Lima Beans

(Florida and South Carolina)

Year	: Acreage :		Yield :		: Price :		Value
	:Planted:	For Harvest:	Per Acre	:Production:	(\$ per	(\$1,000)	
	(acres)		(cwt.)	(1,000 cwt.)	cwt.)		

1963 Acreage Guide and
Probable Production

(planted acreage

equal to 1962) 3,400

1/ 24

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Background Statistics

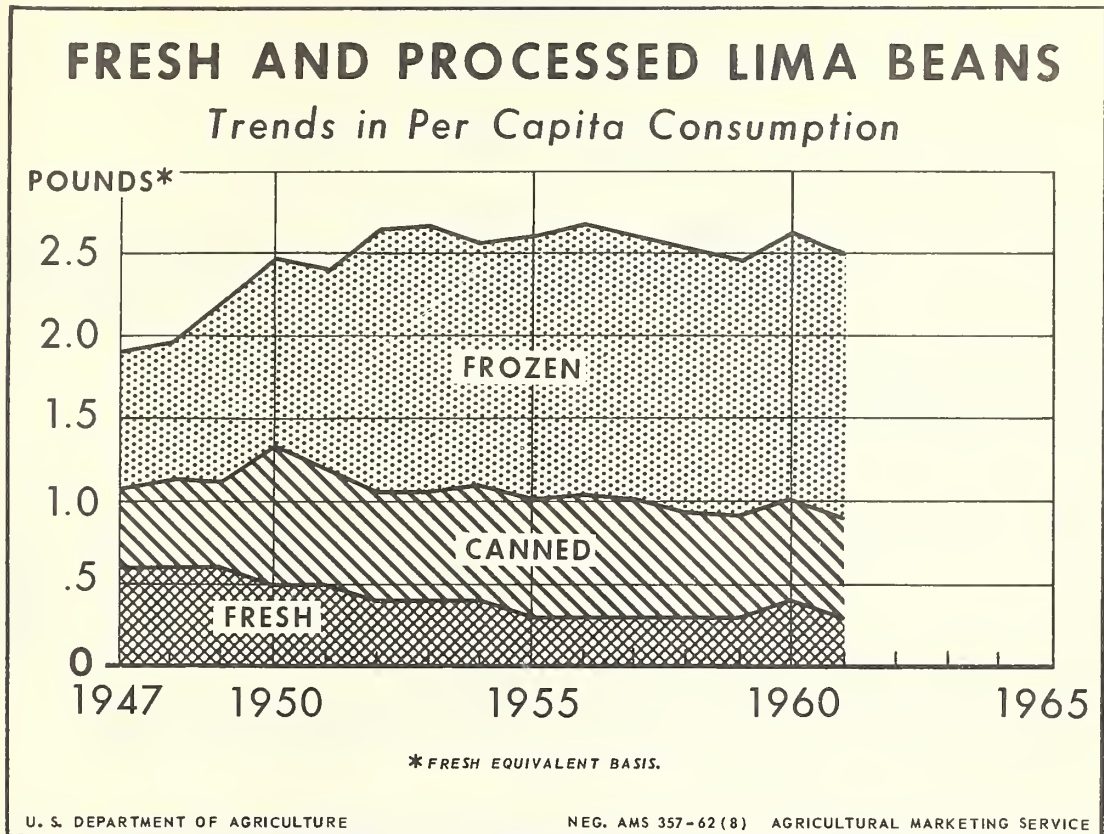
1962 Prel.	3,400	3,200	22	<u>2</u> / 72	10.52	726
1961	3,400	3,400	22	85	9.27	788
1956-60 Average	3,840	3,620	23	<u>2</u> / 82	9.95	792
1951-55 "	5,160	5,100	23	<u>2</u> /115	8.94	992

1/ 1957-61 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 8 in 1952, 9 in 1955, 3 in 1957, 3 in 1958 and 3 in 1962.

Comparisons and Comments: In 1962, spring plantings in both Florida and South Carolina were unchanged from 1961 levels. The initial harvest of spring crop limas got underway in the Pompano area of Florida in early April. In mid-April a freeze struck the Plant City district and a large portion of that area's crop required replanting. This cold weather, plus an acute lack of rainfall sharply reduced yields in Florida. The state's production was 36 percent less than in 1961. As a result of the relatively light supply of fresh lima beans during April and May, Florida growers received high prices for their crop. In South Carolina, frost and dry weather delayed the crop but it recovered well and production was moderately larger than in 1961. Prices received by growers in South Carolina averaged higher than in any year since 1956 but were considerably below those received for earlier offerings from Florida. With a normal harvest schedule in 1963, growers can probably market an aggregate production slightly larger than in 1962. But with average yields, such a crop can be produced on an acreage equal to 1962.

1963 Guide: The 1963 guide is a planted acreage equal to 1962. Such an acreage with a normal abandonment of 4 percent and a 1957-61 average yield, will result in a production 8 percent larger than in 1962 but 5 percent smaller than the 1956-60 average.



During the early 1950's consumers replaced much of their consumption of fresh lima beans with the frozen product. At the same time they continued to use about the same quantity of canned limas. Since then, the pattern of lima bean consumption has been nearly stable, both in terms of total usage per person and in the relative importance of each form. Fresh use has averaged at about .3 of a pound per person in the last few years. Canned use has ranged near .6 to .7 of a pound and frozen consumption has held close to 1.6 pounds.

1963 Acreage-Marketing Guides
Spring Vegetables

Snap Beans - Early Spring

(Texas and Florida)

Year	: Acreage : :Planted:For Harvest:	Yield : Per Acre	: (1,000 cwt.)	: Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1963 Acreage Guide and Probable Production

(planted acreage 10 percent more than 1962) 14,200

1/ 37

472

Background Statistics

1962 Prel.	12,900	11,700	30	356	11.65	4,148
1961	15,500	13,300	38	2/ 510	8.70	4,132
1956-60 Average	16,820	14,800	34	2/ 509	9.59	4,530
1951-55 "	18,700	16,980	35	2/ 589	8.71	4,532

1/ 1957-61 (less 1959) average yield by states.

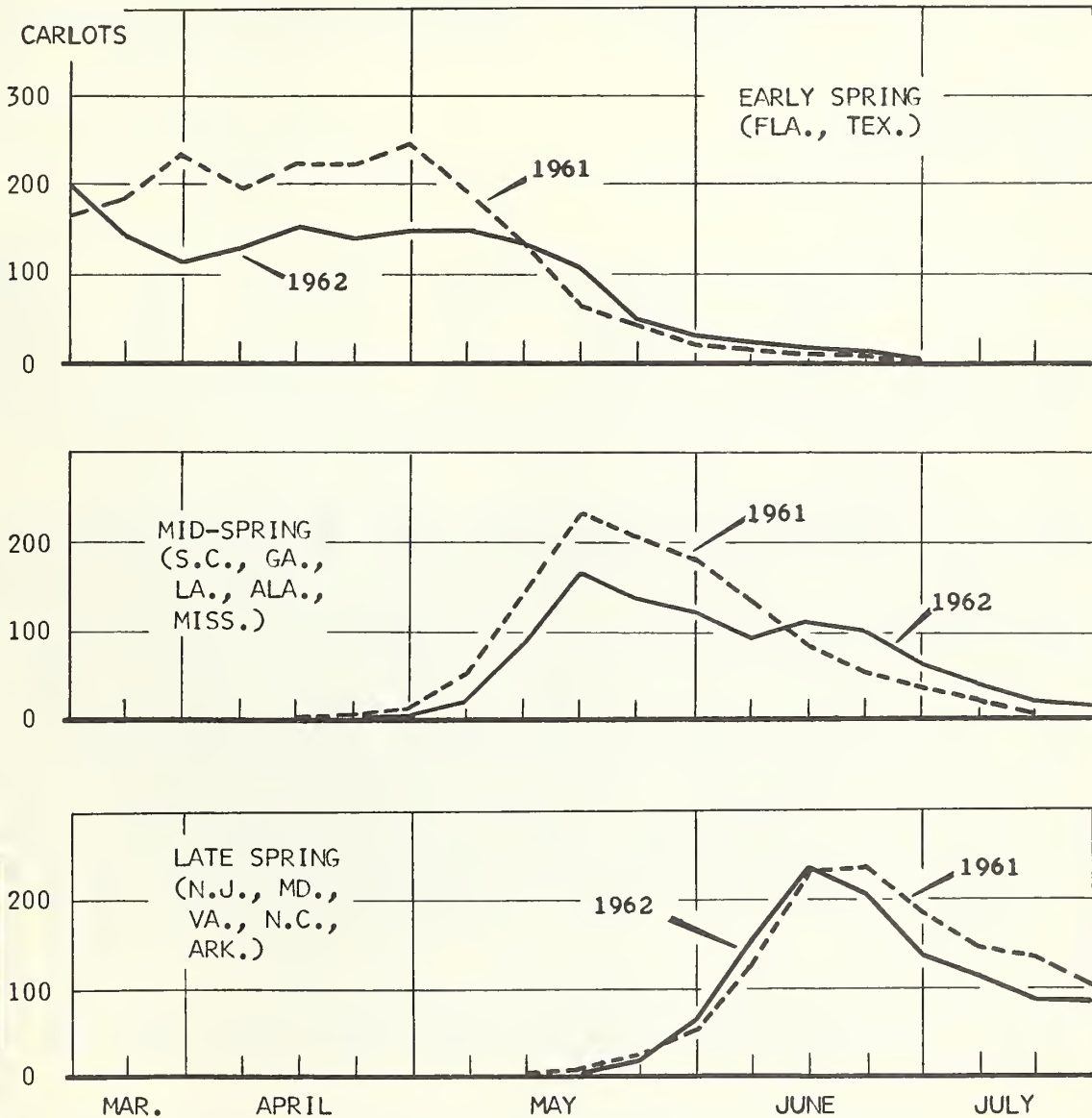
2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 291 in 1951, 41 in 1955, 24 in 1956, 65 in 1958, 35 in 1960 and 35 in 1961.

Comparisons and Comments: The planted acreage in Florida was reduced by a rather substantial percentage for the second consecutive year. As a result, the acreage of early spring snap beans in 1962 was the lowest on record. Moreover, weather conditions were particularly adverse throughout the spring producing areas in Florida. Recurrent frosts and high winds during late March and April materially slowed crop development and required some replanting. With further damage from hot, dry conditions in north Florida later in the season, the average yield was low. Production was nearly a third less than the 1956-60 average. In marketing the crop, typically heavy volume was never reached in 1962. The level of shipments declined sharply through late March and held near a low rate of about 200 carlot equivalents per week through April and early May. Prices were high and were considerably above average for Pole beans, produced mainly in the Plant City area. Present indications are that stocks of competing canned and frozen beans will be at record high levels for the 1962 season. However, a slightly larger acreage will be needed in 1963 to achieve a fresh supply more in balance with requirements.

1963 Guide: The 1963 guide is a planted acreage 10 percent more than in 1962. Such an acreage with a normal abandonment of 10 percent in Florida and 1957-61 (less 1959) average yields by states, would result in a production 33 percent more than in 1962 but 7 percent less than the 1956-60 average.

SPRING SNAP BEAN SUPPLIES

Unloads 41 Cities



1963 Acreage-Marketing Guides
Spring Vegetables

Snap Beans - Mid-Spring

(South Carolina, Georgia, Alabama, Mississippi, and Louisiana)

Year	Acreage		Yield	Production		Price	Value
	: Planted:	: For Harvest:	: Per Acre	: (1,000 cwt.)	: (\$ per	: (\$1,000	:)
	(acres)		(cwt.)	(1,000 cwt.)	(cwt.)		
1963 Acreage Guide and Probable Production (planted acreage equal to 1962)	13,800		<u>1</u> / 25	345			
<u>Background Statistics</u>							
1962 Prel.	13,800	13,800	24	327	8.03	2,625	
1961	14,100	14,100	27	386	8.37	3,229	
1956-60 Average	14,320	14,160	25	356	7.69	2,717	
1951-55 "	20,640	20,200	20	2/ 410	7.51	2,989	
<u>1/</u> 1956-60 average yield.							
<u>2/</u> Includes 9,000 cwt. not marketed in 1955 and excluded in computing value.							

Comparisons and Comments: In 1962, plantings in Georgia were increased moderately. But this expansion was more than offset by reductions in all other areas, continuing the long-term downward trend. For the most part, growing conditions were poor in all producing areas until late in the season. Although crops recovered fairly well from the mid-April frosts, they were 2-3 weeks later than usual. Yields were about average in all states except Georgia where dry weather resulted in very low yields. As a result, production was 15 percent less than in 1961 and nearly a tenth less than the 1956-60 average. Shipments moved from mid-spring states at a relatively stable rate from mid-May through June. Prices for early marketings were high but the price level was low during most of June as competing late spring areas entered the picture and total market supplies became especially heavy. While this June overlap has been a frequent difficulty for many years, it was particularly important during the past season. Contributing to the above average prices in 1962 was the fact that volume from Florida was moderate during the latter part of May.

1963 Guide: The 1963 guide is a planted acreage equal to 1962. Such an acreage, with no abandonment and a 1956-60 average yield would result in a production 6 percent more than in 1962.

1963 Acreage-Marketing Guides
Spring Vegetables

Snap Beans - Late Spring

(California, Maryland, New Jersey, North Carolina and Virginia)

Year	: Acreage	: Yield	:	:
	: Planted: For Harvest:	Per Acre	: Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.))

1963 Acreage Guide and Probable Production

(planted acreage 5 percent more than in 1962)

14,900 1/ 43 641

Background Statistics

1962 Prel.	14,200	13,500	41	553	8.80	4,867
1961	14,500	14,400	43	625	9.44	5,900
1956-60 Average	16,060	15,980	43	2/ 689	8.76	6,014
1951-55 "	20,020	20,020	39	2/ 767	8.26	6,232

1/ 1956-60 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 18 in 1954, 48 in 1955 and 12 in 1957.

Comparisons and Comments: Total acreage of late spring snap beans showed little change from 1961 with moderate reductions in both New Jersey and Virginia offset by a sharp increase in North Carolina. But at this level the planted acreage was about 12 percent less than the 1956-60 average and nearly a third below the 1951-55 average. In eastern producing areas, most of the crop matured later than usual because of several factors including a killing frost in North Carolina in April and dry weather through May and early June in New Jersey and Maryland. A sizeable acreage abandonment occurred in North Carolina. Although yields were maintained near normal levels by beneficial rains in Virginia and by heavy use of irrigation in New Jersey, production was more than a tenth less than in 1962. While quantities from individual late spring states were not particularly heavy, movement was more bunched than usual and overlapped with supplies from mid-spring states during June. Prices declined in mid-June and were low the remainder of the season. In California, below normal yields held production to a moderate level. Season average prices in most states were less than in 1961. Under normal competitive circumstances satisfactory markets should be available for the production from an acreage larger than in 1962.

1963 Guide: The 1963 guide is a planted acreage 5 percent more than in 1962. Such an acreage, with a 1956-60 average yield, would result in a production 16 percent more than in 1962 but 7 percent less than the 1956-60 average.

1963 Acreage-Marketing Guides
Spring Vegetables

Broccoli - Early Spring

(California)

Year	: Acreage :		Yield :		Price	Value
	:Planted:	For Harvest :	Per Acre	Production:		
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
<u>1963 Acreage Guide and Probable Production</u>						
(planted acreage 10 percent more than in 1962)	13,000		1/67	871		
<u>Background Statistics</u>						
1962 Prel.	11,800	11,800	63	743	8.19	6,087
1961	14,200	14,200	74	1,051	7.75	8,141
1956-60 Average	13,380	13,060	66	856	7.31	6,275
1951-55 "	10,780	10,780	63	682	7.77	5,267
1/ 1956-61 average yield.						

Comparisons and Comments: In 1962, the combined production of early spring broccoli for fresh market and processing was reduced sharply from the levels that have prevailed the past several years. Difficulties in planting associated with the unusual weather pattern were responsible for part of the adjustment. But also, the demand from freezers was considerably less than a year ago. Utilization by this outlet has ranged from about 60 to nearly 75 percent of total early spring production since 1959. With low temperatures and unfavorably wet conditions prevailing through most of March, crop development was slowed and quality was less than normal. This temporarily restricted movement of supplies to both outlets, particularly to out of state terminal markets for fresh consumption. Despite marked improvement during April, the average yield was much less than is usually attained. Although total supplies available for sale were very limited during part of the season, total movement to fresh markets was maintained at about the same level as in 1961 because the exceptionally high prices encouraged freezers to release previously contracted supplies for fresh shipments. While freezer demand in 1963 will be largely dependent on the fall pack, it appears that a larger acreage will be needed to provide adequate supplies in 1963.

1963 Guide: The 1963 guide is a planted acreage 10 percent more than in 1962. Such an acreage, with no abandonment and a 1956-61 average yield, would result in a production 2 percent more than the 1956-60 average.

1963 Acreage-Marketing Guides
Spring Vegetables

Broccoli - Late Spring

(New Jersey and Virginia)

Year	: Acreage : :Planted:For Harvest:	Yield : Per Acre	: (1,000 cwt.)	: Production:	Price : (\$ per cwt.)	: Value (\$1,000)
	(acres)	(cwt.)				

1963 Acreage Guide and
Probable Production

(planted acreage equal
to 1962)

400

1/ 84

34

Background Statistics

1962 Prel.	400	400	90	36	6.70	241
1961	780	750	79	59	6.85	404
1956-60 Average	836	836	84	71	8.14	581
1951-55 "	700	700	71	48	9.28	434

1/ 1956-60 average yield.

Comparisons and Comments: In 1962, the acreage of late spring broccoli was only about half that in 1961, with no plantings being made in Virginia and a reduction of a third in New Jersey. The crop made good progress through the early part of the season, then was adversely affected by hot weather in early June. Quality of this crop is very sensitive to warm temperatures. This apparently was important in limiting movement of supplies from New Jersey to fresh markets in 1962. Market prices for good quality were comparatively high through the entire season. Prices for New Jersey supplies, however, ranged from low to moderate and the season average was about equal to 1961. Larger and possibly heavy stocks of frozen broccoli are expected in the 1963 season, as holdings will likely be replenished during the 1962-63 packing season. Competition from supplies from other areas will continue to limit the market for late spring broccoli produced in the East.

1963 Guide: The 1963 guide is a planted acreage equal to that in 1962. Such an acreage, with no abandonment and a 1956-60 average yield, will result in a production about equal to 1962.

1963 Acreage-Marketing Guides
Spring Vegetables

Cabbage - Early Spring

(Alabama, California, Georgia, Louisiana, Mississippi, and South Carolina)

Year	Acreage		Yield		Production		Price		Value	
	:Planted:	:For Harvest:	:Per Acre	:Production:	:Price	:Value	:(\$ per	:(\$1,000)	:(\$1,000)	:(\$1,000)
	(acres)		(cwt.)	(1,000 cwt.)			(cwt.)			

1963 Acreage Guide and
Probable Production

(planted acreage 5 percent
more than in 1962) 13,800

1/ 128

1,731

Background Statistics

1962 Prel.	13,100	12,400	143	1,777	3.71	6,598
1961	13,250	13,050	132	<u>2</u> / 1,726	1.49	2,578
1956-60 Average	15,610	15,270	128	<u>2</u> / 1,966	1.96	3,561
1951-55 "	19,050	18,350	124	<u>2</u> / 2,265	2.07	4,445

1/ 1957-61 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 40 in 1951, 135 in 1953, 64 in 1954, 80 in 1955, 174 in 1956, 112 in 1957, 96 in 1958, 60 in 1959 and 60 in 1961.

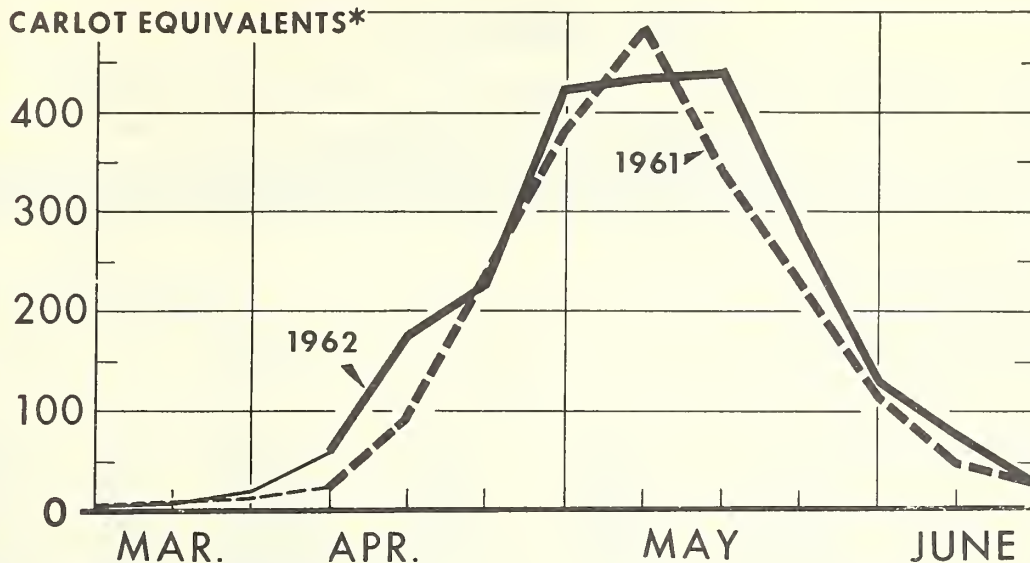
Comparisons and Comments: Total early spring cabbage acreage was cut slightly in 1962 as reductions in Mississippi and Alabama plantings more than offset increases in Georgia and California. The crop was delayed early in the season by cold weather and some acreage in Louisiana required re-setting following freeze damage. However, later conditions allowed excellent development and average yields equalled the record level of 1957. In total, production was 3 percent larger than in 1961. The preceding winter cabbage crop had suffered severe weather problems and the reduced supply returned high prices. Thus early spring growers found a strong market for their first offerings as the common problem of overlapping supplies did not develop. Although some price decline occurred, the season was quite profitable. Returns to growers in the East were considerably above average. In California, where most of the crop is sold in local markets, prices were the highest recorded since 1952. In 1963, growers should be able to successfully market a crop about equal to that produced in 1962. But considerably more competition from winter-crop supplies should be expected.

1963 Guide: The 1963 guide is a planted acreage 5 percent larger than in 1962. Such an acreage with a normal abandonment of 2 percent and a 1957-61 average yield will result in a production 3 percent less than in 1962.

EARLY SPRING CABBAGE SUPPLIES

Unloads at 41 Cities

CARLOT EQUIVALENTS*



*TOTAL U. S. RAIL AND TRUCK FROM ALA., GA., LA., MISS. AND S.C.

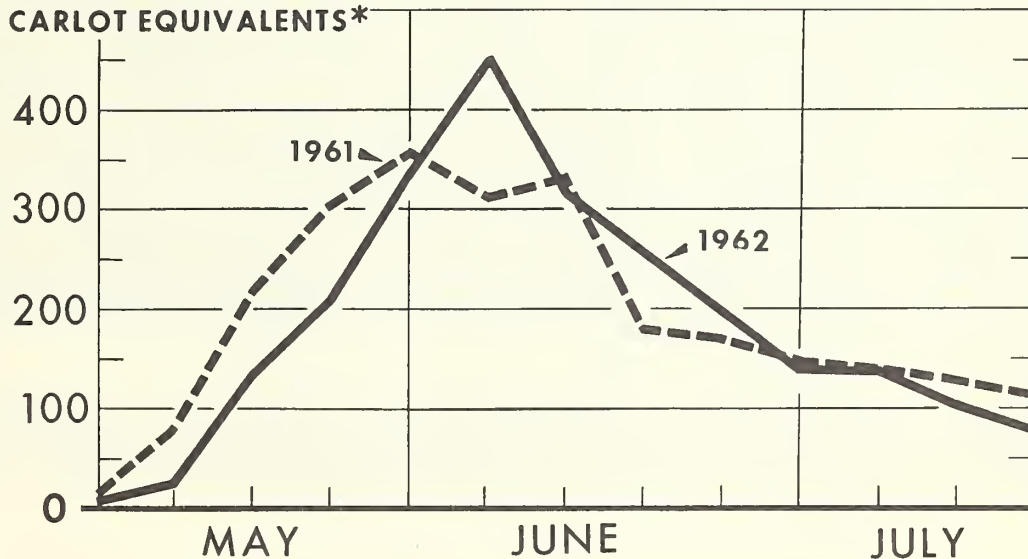
U. S. DEPARTMENT OF AGRICULTURE

NEG. AMS 350-62 (9) AGRICULTURAL MARKETING SERVICE

LATE SPRING CABBAGE SUPPLIES

Unloads at 41 Cities

CARLOT EQUIVALENTS*



*TOTAL U.S. RAIL AND TRUCK FROM MD., MO., N.C., OHIO, TENN. AND VA.

U. S. DEPARTMENT OF AGRICULTURE

NEG. AMS 351-62 (9) AGRICULTURAL MARKETING SERVICE

1963 Acreage-Marketing Guides
Spring Vegetables

Cabbage - Late Spring

(Ohio, Missouri, Maryland, Virginia, North Carolina and Tennessee)

Year	: Acreage	: Yield	:	:	:	:
	:Planted:	For Harvest:	Per Acre	:Production:	Price	Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1963 Acreage Guide and Probable Production

(planted acreage equal to 1962)

7,650

1/ 135

1,002

Background Statistics

1962 Prel.	7,650	7,350	128	2/ 941	2.73	2,450
1961	7,500	7,200	138	988	2.47	2,441
1956-60 Average	8,320	8,130	136	2/1,103	2.00	2,122
1951-55 "	9,270	9,010	127	2/1,146	2.21	2,182

1/ 1957-61 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 294 in 1951, 20 in 1952, 74 in 1953, 168 in 1954, 120 in 1955, 140 in 1958, 60 in 1959, 42 in 1960 and 49 in 1962.

Comparisons and Comments: Acreage increases in Virginia, North Carolina and Ohio more than offset cuts in Missouri and Maryland in 1962 and total late spring acreage exceeded 1961 by 2 percent. But for the third successive year, production for the group totaled less than a million hundredweight. This occurred principally as a result of hot dry weather during May which sharply reduced yield prospects in most states. Prior to May, the crop had experienced early season delays from cold weather but was expected to exceed 1961 production. Nevertheless, final measure showed the crop to be the smallest produced since 1952. Shipments from most areas began later than normal, reducing the competitive threat from earlier harvesting areas. Prices were high in early season and some North Carolina growers sacrificed tonnage to take advantage of the favorable market. Returns declined as volume became available from the later states. But for the group, average prices were the highest recorded since 1952. Growers should be able to market a larger production in 1963. But with normal yields, adequate supplies can be produced on an acreage equal to 1962.

1963 Guide: The 1963 guide is a planted acreage equal to 1962. Such an acreage, with a normal abandonment of 3 percent and a 1957-61 average yield, will result in a production 6 percent larger than in 1962.

1963 Acreage-Marketing Guides
Spring Vegetables

Carrots

(Arizona)

Year	: Acreage : :Planted:For Harvest:	: Yield : : Per Acre :	: : :Production:	: : : Price :	: : : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1963 Acreage Guide and
Probable Production

(planted acreage equal
to 1962)

2,100

1/ 217

456

Background Statistics

1962 Prel.	2,100	2,100	245	514	5.10	2,621
1961	2,200	2,200	205	451	6.40	2,886
1956-60 Average	2,660	2,620	189	2/ 497	4.43	2,138
1951-55 "	5,520	5,440	197	2/1,074	4.67	4,719

1/ 1957-62 (less 1960) average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 56 in 1953, 65 in 1954, 135 in 1955, and 100 in 1960.

Comparisons and Comments: Spring carrot plantings were reduced in 1962, continuing a trend which has been evident since the early 1950's. The 1962 planted acreage was 5 percent less than in 1961 and 21 percent below the 1956-60 average. Winter crops in Texas and California suffered weather problems, but bunching of shipments was avoided and supplies from these areas moved to market in an orderly flow. The early Arizona crop which competes with these areas found good market demand. Rains slowed digging in February and heaviest movement from Arizona's early crop occurred in March. Shipments from the state declined to a low ebb in April, then returned to sizable volume in May and June as the late crop reached maturity. F.O.B. prices held at attractive levels during both the early and late shipping periods. The average price received by growers for the season failed to match the exceptionally high record of 1961, but was considerably above average. Competition from the large carrot acreages in California and Texas exerts a dominant influence on the market for Arizona spring carrots. In 1963, an Arizona acreage equal to that in 1962 would provide adequate supplies.

1963 Guide: The 1963 guide is a planted acreage equal to 1962. Such an acreage, with no abandonment and a 1957-62 (less 1960) average yield, will result in a production 11 percent smaller than in 1962.

1963 Acreage-Marketing Guides
Spring Vegetables

Cauliflower - Early Spring

(California)

Year	Acreage		Yield		Price	Value
	:Planted:	:For Harvest:	:Per Acre	:Production:		
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1963 Acreage Guide and Probable Production

(planted acreage 5 percent more than 1962) 7,600

1/ 86

654

Background Statistics

1962 Prel.	7,200	7,200	80	576	9.56	5,505
1961	8,200	8,200	90	738	5.09	3,760
1956-60 Average	7,800	7,460	86	645	6.01	3,831
1951-55 "	6,860	6,780	89	605	5.86	3,545

1/ 1956-60 average yield.

Comparisons and Comments: The 1962 season proved to be unusual in that supplies of good quality cauliflower for fresh market outlets were limited throughout the entire period. Also, the frozen pack, which generally accounts for about 20-25 percent of the production, was less than half that in 1961. Total production was down 22 percent from 1961. This was the result of a fairly substantial reduction in acreage as compared to 1961, as well as a relatively low yield. While a cut-back in freezers' demands may have contributed to the lower acreage, most of the change apparently was due to the prolonged period of cool, wet weather that began in mid-December and lasted through most of March. By the time spring harvesting became active, the extreme weather conditions had created a disease problem in many fields and cullage was heavy. Fresh market prices showed some decline in late March and early April when shipments were fairly large but soon returned to high levels. Although the 1962 fall pack is expected to result in rebuilding of frozen stocks, fresh markets should readily absorb the production from a 1963 acreage larger than in 1962.

1963 Guide: The 1963 guide is a planted acreage 5 percent more than in 1962. Such an acreage, with no abandonment and a 1956-60 average yield, will result in a production about equal to the 1956-60 average.

1963 Acreage-Marketing Guides
Spring Vegetables

Celery

(Florida and California)

Year	: :Planted: (acres)	Acreage :For Harvest:	Yield : Per Acre (cwt.)	: :Production: (1,000 cwt.)	: : Price : (\$ per (\$1,000 cwt.)	: : Value
1963 Acreage Guide and Probable Production (planted acreage equal to 1962)	7,100		<u>1/</u> 460	3,186		
<u>Background Statistics</u>						
1962 Prel.	7,100	7,000	453	3,168	6.11	19,368
1961	6,800	6,700	515	<u>2/</u> 3,448	3.36	11,234
1956-60 Average	7,920	7,520	468	<u>2/</u> 3,506	3.95	13,319
1951-55 "	6,700	6,540	554	<u>2/</u> 3,626	3.68	12,901

1/ 1960-62 average yield by states.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 26 in 1951, 14 in 1952, 16 in 1953, 274 in 1954, 66 in 1955, 29 in 1956, 334 in 1959, and 103 in 1961.

Comparisons and Comments: A strong market for celery, with high average prices to growers, prevailed from early January, 1962 into August. The favorable market was due largely to a sharp cut-back in winter production, the threat of freezes and frosts to the crop in Florida, the close balance between spring supplies and market needs, and the cut-back in early summer production. In 1962, growers in Florida increased acreage for spring harvest by 7 percent. Total acreage in California was unchanged from that of a year earlier. In both States, yield per acre was substantially below that reported in 1961, and total production was 8 percent smaller. Shipments from Florida were maintained at fairly high levels during April and May, tapering off sharply after mid-June. In California, shipments were relatively light in April but trended upward in May and peaked in June. Throughout the season, prices held above the levels of a year earlier. In 1963, spring crop growers may encounter more competition from winter and early summer supplies. However, a spring supply of the size produced in 1962 should not encounter marketing difficulties.

1963 Guide: The 1963 guide is a planted acreage equal to that in 1962. Such an acreage, with an abandonment of 4 percent in Florida and 1960-62 average yield by States, will result in a production slightly larger than in 1962.

1963 Acreage-Marketing Guides
Spring Vegetables

Sweet Corn - Early Spring

(Florida and Texas)

Year	: Acreage : :Planted:For Harvest: (acres)	: Yield : : Per Acre : (cwt.)	: : :Production: Price : Value (1,000 cwt.)(\$ per (\$1,000 cwt.)
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1963 Acreage Guide and
Probable Production

(planted acreage

equal to 1962) 41,500

1/ 73

2,848

Background Statistics

1962 Prel.	41,500	40,500	72	2,936	4.79	14,053
1961	38,500	32,800	76	2,494	5.65	14,093
1956-60 Average	38,260	36,180	70	<u>2</u> / 2,540	4.16	10,314
1951-55 "	36,940	32,980	66	<u>2</u> / 2,154	4.00	8,329

1/ 1960-62 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 88 in 1952, 115 in 1955, and 180 in 1958.

Comparisons and Comments: Acreages in Florida and Texas were increased in 1962 and total plantings were 8 percent above 1961. On March 8, a freeze in Florida destroyed a substantial acreage, much of which was replanted. Frosts were recorded again later in March and in mid-April. In Florida, dry weather also slowed crop development in the Zellwood area. In spite of the adverse weather, production in 1962 in Florida was large and almost a fifth more than the comparatively small 1961 tonnage. In Texas, a sharp increase in acreage was offset by a near record low yield, and production was slightly below 1961. Harvest got underway in the Rio Grande Valley of Texas during the last half of April and peaked in mid-May. During June, supplies were harvested in the San Antonio area and in east Texas. In Florida, supplies from the Everglades area accounted for most of the shipments until late May. Shipments from north Florida peaked in June. Although the Florida harvest started late and shipments bunched, adverse market conditions did not develop until June because of a delay in late spring harvest in the southeastern states. Above average prices were received by Florida and Texas growers in 1962. Improved marketing practices apparently have increased the market demand for fresh corn. With normal harvest schedules, producers should be able to market a crop about as large as in 1962.

1963 Guide: The 1963 guide is a planted acreage equal to 1962. Such an acreage, with an abandonment of 6 percent and a 1960-62 average yield, will result in a production 3 percent less than in 1962.

1963 Acreage-Marketing Guides
Spring Vegetables

Sweet Corn - Late Spring

(South Carolina, Georgia, Alabama, and California)

Year	: Acreage : :Planted:For Harvest:	: Yield : : Per Acre :	: : :Production:	: : : Price :	: : : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1963 Acreage Guide and
Probable Production

(planted acreage 5 percent
less than in 1962) 14,000

2/ 57

790

Background Statistics

1962 Prel.	14,700	14,500	50	731	4.30	3,141
1961	13,700	13,500	59	790	5.49	4,334
1956-60 Average	13,820	13,500	58	786	4.70	3,675
1951-55 "	15,260	14,700	55	810	4.32	3,482

1/ 1959-62 average yield.

Comparisons and Comments: All late spring states except South Carolina increased plantings in 1962 and total acreage was 7 percent above 1961. The bulk of the increase was in California. In the southeastern states, crop development was checked by frosts in April, and some acreages were replanted. Cold weather also delayed the crop in California. Average yield per acre was the lowest since 1953. This was due to the low yield obtained in the important California area and in Georgia. Total production was record low and 7 percent less than in 1961. Harvest started in the Coachella area of California in early May, which was two weeks later than usual. Shipments overlapped with those from later areas in the state and prices were low. Harvest in the southeastern states also started late and most of the crop was marketed after early June. Shipments from the early spring acreages in Florida continued at a high level through June, and as a result demand for supplies in late spring areas in the southeast was checked. Prices for fresh sweet corn showed a sharp decline starting in mid-May. Prices for late spring marketings in 1962 averaged substantially below the record level a year earlier. In 1963, growers probably can market a crop larger than that produced in 1962. But with a recovery in average yield per acre, a larger production would be obtained from an acreage less than in 1962.

1963 Guide: The 1963 guide is a planted acreage 5 percent less than in 1962. Such an acreage, with an abandonment of one percent and a 1959-62 average yield, will result in a production slightly less than the 1958-62 average.

1963 Acreage-Marketing Guides
Spring Vegetables

Cucumbers - Early Spring

(Florida and Texas)

Year	: Acreage :Planted:For Harvest: (acres)	: Yield : Per Acre : (cwt.)	: : :Production: Price : Value (1,000 cwt.)(\$ per (\$1,000 cwt.)
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1963 Acreage Guide and
Probable Production

(planted acreage 10 percent
more than 1962) 11,100

1/ 86

878

Background Statistics

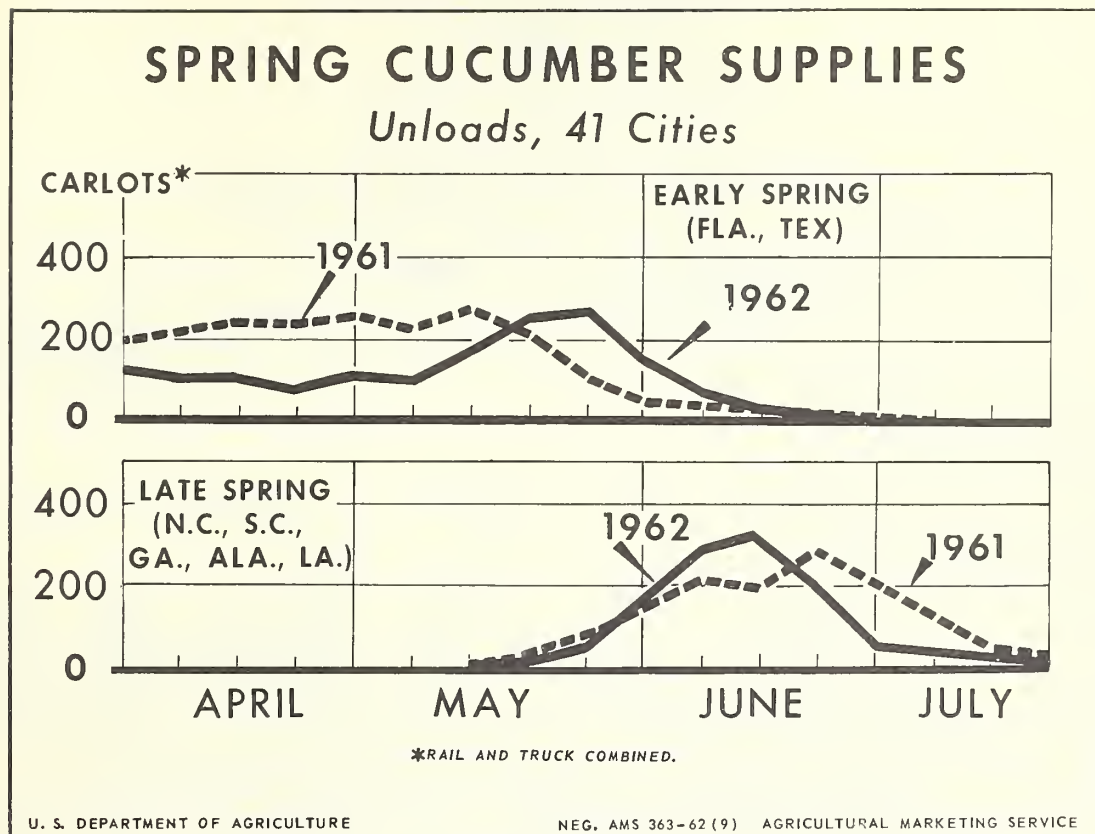
1962 Prel.	10,100	9,600	87	832	8.98	2,475
1961	10,800	10,300	100	1,032	5.17	5,337
1956-60 Average	12,860	11,740	81	<u>2</u> / 944	6.74	5,777
1951-55 "	13,080	10,920	90	<u>2</u> / 975	5.91	5,170

1/ 1955-61 average yield by states.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and
excluded in computing value: 244 in 1951, 191 in 1954, 51 in 1955,
22 in 1957, 226 in 1958, 70 in 1959 and 79 in 1960.

Comparisons and Comments: The 1962 planted acreage of early spring cucumbers was moderately less than in 1961 and about one-fifth below the 1956-60 average. Low returns to growers in both states in 1961 apparently were major influences, although plantings have declined gradually over the past 10-15 years. The decline has been irregular and often has been largely offset by yields in Florida and Texas. In 1962, early development of crops in the major producing areas of central and north Florida was interrupted by severe frosts. After fairly heavy replanting, further damage from unfavorable weather occurred in mid-April. While plants eventually made a good recovery, there was a major departure from the usual pattern of marketings. There was a gradual decline in the rate of shipments during April and heavy movement of supplies did not occur until the latter part of May and early June. Prices reached a very high level in late April and, despite successive reductions, were well above average through the season. A larger acreage in 1963 would, with average yields, provide a supply more in line with potential requirements.

1963 Guide: The 1963 guide is a planted acreage 10 percent more than in 1962. Such an acreage, with normal abandonment and 1955-61 average yields by states, would result in a production 6 percent more than in 1962.



The marketing pattern for cucumbers departed sharply from normal in the spring of 1962. Supplies were light during April and early May as a result of early season freeze damage in Florida. Peak movement occurred during the last half of May, several weeks later than usual. Season average prices received by Florida and Texas producers were high. The volume of cucumbers shipped from the late spring producing areas in 1962 was about a tenth less than in 1961. But the harvest season was more concentrated. There was a significant overlap between areas and prices were depressed.

1963 Acreage-Marketing Guides
Spring Vegetables

Cucumbers - Late Spring

(North Carolina, South Carolina,
Georgia, Alabama, Louisiana, and California)

Year	: Acreage : :Planted:For Harvest : (acres)	: Yield : : Per Acre : (cwt.)	: : : Production: Price : Value (1,000 cwt.)(\$ per (\$1,000 cwt.)
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1963 Acreage Guide and
Probable Production
(see 1963 guide
below)

15,350 1/ 68 1,039

Background Statistics

1962 Prel.	16,100	15,300	62	2/ 949	5.32	4,807
1961	15,250	14,850	72	1,064	6.29	6,696
1956-60 Average	14,544	14,384	68	2/ 980	4.60	4,442
1951-55 "	13,530	13,440	63	2/ 847	4.50	3,698

1/ 1956-60 average yield by states.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 16 in 1951, 8 in 1954, 51 in 1955, 11 in 1958, 6 in 1960 and 45 in 1962.

Comparisons and Comments: Planted acreage of late spring cucumbers in 1962 was 6 percent above 1961. Most of the increase occurred in South Carolina, where acreage has been trending steadily upward. Growing conditions were unfavorable in many areas. Yields in Alabama, Georgia and South Carolina were reduced sharply by dry weather during May. In California, output per acre was down due to prolonged periods of low temperatures. For the group, the average yield was the lowest since 1956. As a result, production was a tenth below 1961 and 3 percent below the 1956-60 average. In spite of an overlap with the Florida harvest, prices for eastern supplies were high during the early part of the season. But prices dropped sharply in mid-June as shipments peaked. North Carolina producers had marketing problems due to bunched harvests; nearly a fifth of the crop was not marketed. The relatively small California crop moved mostly to western markets and sold at high prices. Assuming normal harvest timing, 1963 acreages equal to 1962 would provide balanced supplies in all states except South Carolina. Average yields in this State on an acreage as large as in 1962 would result in a record, and possibly burdensome supply.

1963 Guide: The 1963 guide is a planted acreage 10 percent less than in 1962 in South Carolina and equal to 1962 in all other States. Such an acreage, with no abandonment and a 1956-60 average yield by states, would result in a production about equal to the 1957-61 average.

1963 Acreage-Marketing Guides
Spring Vegetables

Eggplant

(Florida)

Year	: Acreage : :Planted:For Harvest: (acres)	: Yield : :Per Acre : (cwt.)	: : :Production: (1,000 cwt.)	: : :Price : (\$ per (\$1,000 cwt.)	: Value
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1963 Acreage Guide and

Probable Production

(planted acreage 10 percent
more than 1962) 1,100

1/ 117 129

Background Statistics

1962 Prel.	1,000	900	140	126	6.10	769
1961	1,100	1,100	140	154	5.10	785
1956-60 Average	1,280	1,240	106	2/ 130	5.61	699
1951-55 "	1,100	1,100	125	2/ 137	4.19	566

1/ 1958-62 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and
excluded in computing value; 13 in 1955, 5 in 1956, and 13 in 1958.

Comparisons and Comments: Eggplant production in the spring of 1962 was about a fifth less than in 1961, reflecting a cutback in acreage. Weather conditions were unfavorable during most of the growing season which resulted in some acreage loss and a wide range in quality. However, growers were able to obtain high yields. The pattern of marketings was relatively even and contributed to a stable price situation. Good quality eggplant sold at moderate prices and season average returns to growers were well above the low levels of 1960 and 1961. The marketing problems caused by short-term fluctuations in volume, while common to most vegetables, seem to be particularly difficult for eggplant. Requirements for this commodity vary little from week to week and even modest increases in harvest tend to depress prices sharply. In general, favorable marketing conditions prevail when total production is about in line with that in 1962. But assuming average yields, a larger acreage will be needed in 1963 in order to provide a balanced supply.

1963 Guide: The 1963 guide is a planted acreage 10 percent more than in 1962. Such an acreage, with no abandonment and a 1958-62 average yield, will result in a production 2 percent more than in 1962.

1963 Acreage-Marketing Guides
Spring Vegetables

Lettuce - Early Spring

(North Carolina, Arizona,
New Mexico, and California)

Year	: Acreage : :Planted: For Harvest:	: Yield : Per Acre	: : :Production:	: : Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1963 Acreage Guide and
Probable Production

(planted acreage 10 percent
more than in 1962) 37,400

1/ 188

7,027

Background Statistics

1962 Prel.	34,020	33,980	206	7,001	5.97	41,811
1961	40,510	40,340	187	7,525	3.34	25,110
1956-60 Average	47,056	46,640	148	<u>2/</u> 6,860	3.94	26,650
1951-55 "	46,730	46,580	122	<u>2/</u> 5,679	4.24	24,005

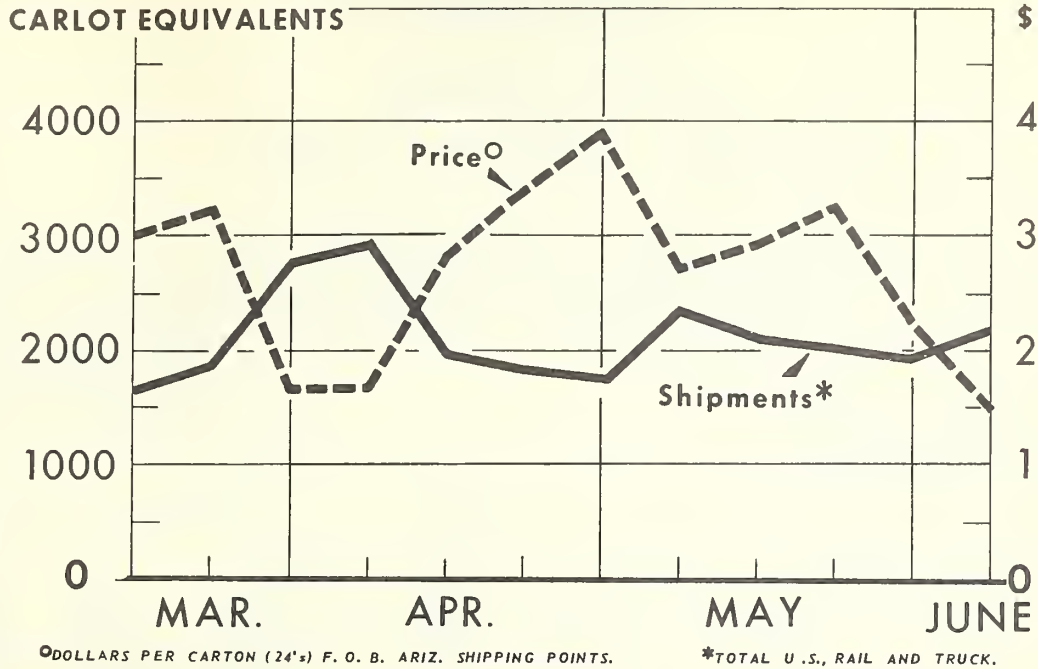
1/ 1960-62 average yields by states.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and
excluded in computing value: 7 in 1952, 83 in 1953, 31 in 1954,
14 in 1956, 60 in 1957, 73 in 1958 and 67 in 1959.

Comparisons and Comments: Early spring lettuce acreage in 1962 was cut to the lowest level since World War II. Although the reduction was partly in response to low prices in recent years, wet February weather in California curtailed plantings and was responsible for much of the acreage cut. Cold wet weather continued to delay crop development, but by the end of the season average yields had again set a new record. The average of 206 hundredweight per acre harvested was nearly 50 percent above the average of the preceding decade. Production was 7 percent smaller than the record crop of 1961 but well above average. Shipments from Central Arizona reached heavy volume in late March. From attractive early levels, prices declined to a moderate range in early April as peak volume moved from Arizona. But by mid-April returns again reached high levels and continued there until the end of May when movement became heavy from central California. For the season, average prices were the highest on record. Delays in crop development in 1962 kept potential supplies from exceeding market requirements. Normal weather conditions in 1963 may result in a less even flow to market. But assuming average yields in 1963, more acreage will be required.

1963 Guide: The 1963 guide is a planted acreage 10 percent larger than in 1962. Such an acreage with normal abandonment and 1960-62 average yields by states, will result in a production about equal to 1962.

LETTUCE: SPRING SEASON, 1962

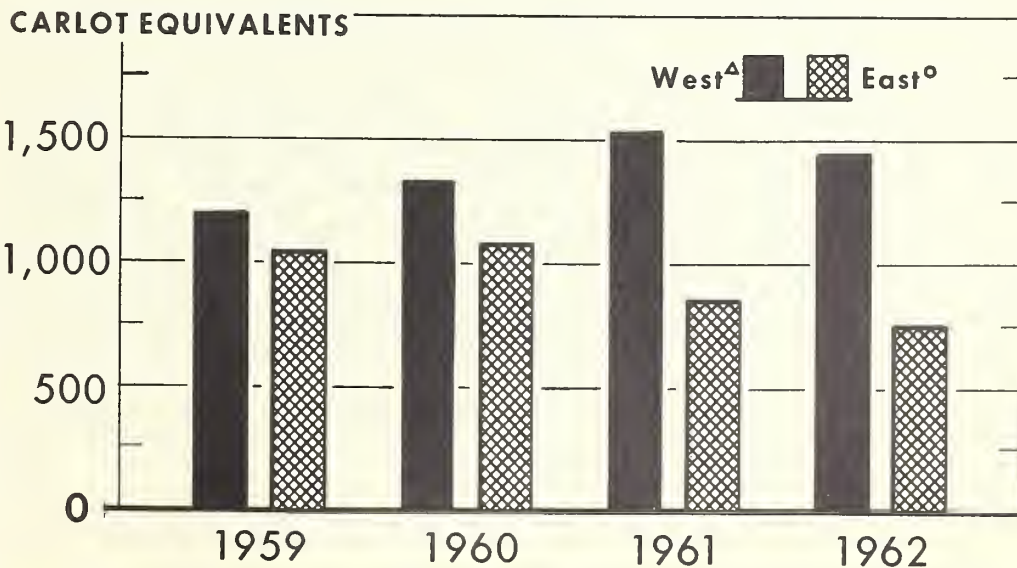


U. S. DEPARTMENT OF AGRICULTURE

NEG. AMS 349-62 (9) AGRICULTURAL MARKETING SERVICE

AREA COMPETITION, SPRING LETTUCE

Unloads Eastern Markets by Source*



*TOTAL UNLOADS IN JUNE IN PHILADELPHIA, WASHINGTON, D.C., PITTSBURGH, NEW YORK, BOSTON, BALTIMORE.
^ΔARIZ. AND CALIF. ^oMASS., CONN., N.J., AND PA.

U. S. DEPARTMENT OF AGRICULTURE

NEG. AMS 348-62 (9) AGRICULTURAL MARKETING SERVICE

1963 Acreage-Marketing Guides
Spring Vegetables

Lettuce - Late Spring

(Massachusetts, Connecticut, New Jersey,
Pennsylvania, Washington and Oregon)

Year	: Acreage : :Planted:For Harvest : (acres)	Yield : Per Acre : (cwt.)	: : :Production: Price : Value (1,000 cwt.)(\$ per (\$1,000 cwt.)
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1963 Acreage Guide and
Probable Production

(planted acreage equal
to 1962)

5,900 1/157 889

Background Statistics

1962 Prel.	5,900	5,750	155	893	4.58	4,088
1961	6,150	5,950	146	870	4.44	3,866
1956-60 Average	7,376	7,056	157	1,111	3.94	4,438
1951-55 "	8,138	7,780	149	2/1,159	4.80	5,549

1/ 1956-60 average yield.

2/ Includes 15,000 cwt. not marketed in 1954 and excluded in computing value.

Comparisons and Comments: In 1962 northeastern growers cut acreage to a record low level, more than offsetting a slight increase in the Northwest. In spite of the low acreage, total production exceeded 1961. Cold wet weather held back plantings in both the East and Northwest. But crops came on well, and yields, particularly in New Jersey, averaged higher than a year earlier. Production for the group was 3 percent larger than in 1961 but a fifth less than the 1956-60 average. Harvest in the East began in mid-May and reached peak volume in mid-June. In the Northwest, cutting became active in late June. Season average prices were relatively high in most states and average returns for the group were the best recorded since 1957. During the late spring marketing season, large quantities of lettuce are available from California and Arizona. These supplies dominate the market and are a heavy competitive burden to the smaller crops produced in the Northeast and Northwest. Under normal conditions a late spring crop equal to 1962 would provide adequate supplies for market requirements.

1963 Guide: The 1963 guide is a planted acreage equal to 1962. Such an acreage with a normal abandonment of 4 percent and a 1956-60 average yield would result in a production about equal to 1962.

1963 Acreage-Marketing Guides
Spring Vegetables

Onions - Early Spring

(Texas)

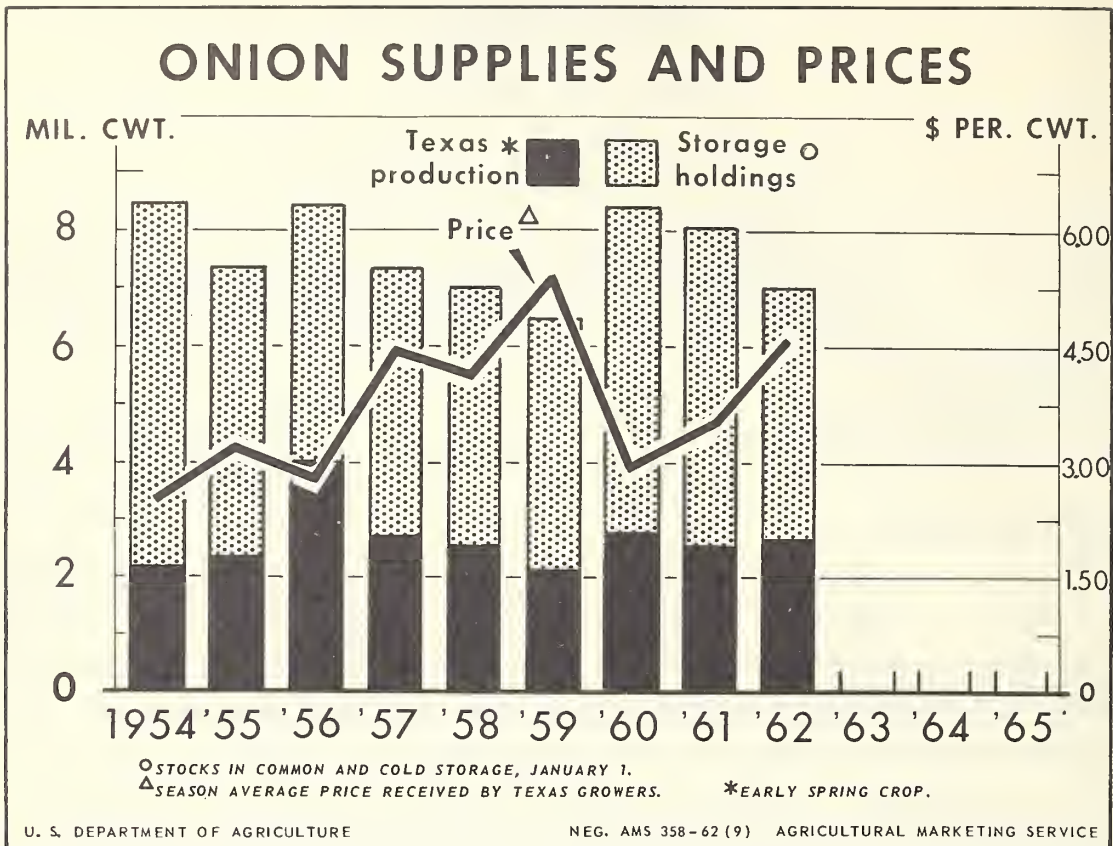
Year	Acreage		Yield	:	:	:	:
	:Planted:	For Harvest:					
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)	Value
<u>1963 Acreage Guide and Probable Production</u>							
(planted acreage 10 percent less than in 1962)	23,000		1/ 120	2,594			
<u>Background Statistics</u>							
1962 Prel.	25,500	22,300	120	2,676	4.60	12,310	
1961	22,500	19,500	130	2,535	3.45	8,746	
1956-60 average	35,160	33,000	88	2/ 2,832	3.95	10,207	
1951-55 "	35,740	34,340	68	2/ 2,089	4.12	7,836	

1/ 1960-62 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 421 in 1953, and 900 in 1956.

Comparisons and Comments: Plantings of early spring onions were increased moderately in 1962. But the severe freeze which occurred in Texas during early January offset much of the increase. Abandonment of 2,300 acres of onions in the Lower Valley alone was attributed to the freeze. The Coastal Bend area was also hard-hit and stands were thinned in other areas. But average yields for the season were only moderately below the record level of 1961 despite these early difficulties. Irrigation and new varieties have resulted in a sharp rise in yields in recent years. Production was 6 percent larger than in 1961 but 6 percent less than the 1956-60 average. The delay in development was reflected in crop movement. Harvest did not become active until late March. Competition from northern storage stocks was light and prices opened at high levels. Returns declined to a moderate range as shipments peaked in late April and early May. For the season, growers' prices averaged considerably above both the preceding year and the 1956-60 average. Indications point to a moderately larger late summer crop in 1962 than in 1961, and carry the implication of more competition from storage stocks in the spring of 1963. In view of the high yield potential, less acreage is needed in 1963 to provide an adequate supply.

1963 Guide: The 1963 guide is a planted acreage 10 percent less than in 1962. Such an acreage, with a normal abandonment of 6 percent and a 1960-62 average yield, would result in a production 3 percent less than in 1962.



Early spring onion production in 1962 was moderately larger than in 1961. Yet growers received higher average prices. This unusual combination developed from several factors. A major influence was adverse weather. Heavy loss of Texas plantings resulted from the sharp January freeze. At the beginning of the marketing season, irregular maturity and lack of rainfall on the dryland acreage gave prospects of low yields. Harvest began behind schedule and the actual size of the crop became evident only after the shipping season was well underway. Furthermore, the lateness of the crop was complemented by a scarcity of northern-grown onions in storage. January stocks of onions had been 21 percent smaller than in 1961. By late March, most of these had been depleted and the frequently troublesome overlap of supplies was averted. These conditions were reflected in high opening prices. Returns declined as volume increased in April. But for the season, prices for early spring onions averaged quite high.

1963 Acreage-Marketing Guides
Spring Vegetables

Onions - Late Spring

(California, Arizona, North Carolina, Georgia, and Texas)

Year	Acreage		Yield		Price		Value
	Planted:	For Harvest:	Per Acre:	Production:	(\$ per	(\$1,000	
	(acres)		(cwt.)	(1,000 cwt.)	cwt.)		

1963 Acreage Guide and Probable Production

(planted acreage 5 percent less than in 1962)	8,000		1/225	1,777			
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Background Statistics

1962 Prel.	8,450	8,350	218	1,819	3.65	6,643
1961	7,550	7,550	221	2/ 1,671	3.59	5,888
1956-60 Average	12,850	11,950	188	2/ 2,210	3.73	7,141
1951-55 "	15,910	15,810	133	2/ 2,060	3.23	6,043

1/ 1958-62 average yields by states.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 691 in 1953, 98 in 1954, 289 in 1958, 550 in 1959, 370 in 1960 and 31 in 1961.

Comparisons and Comments: Following a successful marketing year in 1961, growers in Texas, Arizona and North Carolina increased their acreages for 1962 harvest. Total late spring plantings were up 12 percent. Cold weather slowed early crop development in Arizona, Texas and Georgia but the crop responded differently to later conditions. Yields were record high for the small eastern crops but below average on the large western acreages. Harvest in the Yuma area of Arizona and the desert districts of California got underway in late April. North Texas began shipping in late May. Late spring volume peaked in early June as the Salt River Valley of Arizona and Stockton district in California reached active harvest. Pulling was also active in New Mexico during June. Total late spring production was 9 percent larger than in 1961 but 18 percent smaller than the 1956-60 average. Shipping point prices reflected the supply situation, ranging between moderate and high levels throughout the marketing period. Season average prices for the group were the highest recorded since 1957. Assuming average yields, a 1963 acreage smaller than in 1962 would furnish a sufficient supply.

1963 Guide: The 1963 guide is a planted acreage 5 percent less than in 1962. Such an acreage with normal abandonment and 1958-62 average yields by states would result in a production 2 percent less than in 1962.

1963 Acreage-Marketing Guides

Spring Vegetables

Peas - Early Spring

(California)

Year	: Acreage :		Yield :		: Price :		Value
	:Planted:	For Harvest:	Per Acre	:Production:	(\$ per	(\$1,000)	
	(acres)		(cwt.)	(1,000 cwt.)	cwt.)		

1963 Acreage Guide and Probable Production

(planted acreage 10 percent more than in 1962)

2,400

1/44

106

Background Statistics

1962 Prel.	2,200	2,200	52	114	10.60	1,208
1961	3,300	3,300	47	155	8.50	1,318
1956-60 Average	3,980	3,820	36	134	8.90	1,203
1951-55 "	6,840	6,620	33	216	7.90	1,685

1/ 1959-62 average yield.

Comparisons and Comments: Plantings of green peas for early spring harvest dropped to a record low in 1962--about a third less than in 1961 and 45 percent below the 1956-60 average. Although acreage has been trending steadily downward, at least a part of the sharp reduction in 1962 resulted from the unfavorable weather which hampered field operations in several of the important areas. The prolonged periods of cold, wet weather during the growing season delayed crop progress but ultimately proved to be favorable for high yields. Production was down about a fourth from 1961. Moderate supplies were available by mid-April and shipments reached a peak in early May. Prices for good quality peas were high during most of the marketing period and average returns to growers were the highest of record. A relatively high price structure for all fresh vegetables in the spring of 1962 contributed to the favorable situation for fresh peas. This commodity now has a relatively limited demand, with little likelihood of any expansion. However, assuming average yields, a larger acreage would be needed in 1963 to satisfy market requirements.

1963 Guide: The 1963 guide is a planted acreage 10 percent more than in 1962. Such an acreage, with no abandonment and 1959-62 average yields, will result in a production 7 percent less than in 1962.

1963 Acreage-Marketing Guides
Spring Vegetables

Green Peppers

(Florida, Texas)

Year	Acreage		Yield			
	: Planted:	: For Harvest:	: Per Acre	: Production:	: Price	: Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
<u>1963 Acreage Guide and Probable Production</u>						
(planted acreage 10 percent more than in 1962)	8,600		<u>1/80</u>	647		
<u>Background Statistics</u>						
1962 Prel.	7,800	6,800	86	582	12.70	7,392
1961	8,100	7,700	90	691	10.05	6,946
1956-60 Average	9,580	8,220	69	2/ 567	11.15	5,941
1951-55 "	8,400	8,120	67	2/ 543	8.98	4,619

1/ 1959-62 average yield by States.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 32 in 1951, 18 in 1954, 37 in 1955, 41 in 1958, and 59 in 1960.

Comparisons and Comments: Planting and development of spring peppers was hampered by adverse weather during the early part of the season. The most significant loss occurred in early March when several frosts caused widespread damage in central Florida. Also, early fields in southern Texas were lost due to the January freeze. Crops in most areas made good growth during April although some further setback and additional loss resulted from a frost in the Ft. Myers area. Despite fairly extensive replanting, the acreage for harvest was about 12 percent less than the comparatively moderate level in 1961. However, with progressive improvement through the season, yields averaged near the high level attained in 1960. Nevertheless, production was down substantially from 1961. The rate of movement to markets varied much more than usual. Supplies continued from the Pompano and Ft. Myers areas through mid-May but the delay in volume shipments from Plant City held the level of weekly marketings below normal from mid-April to early May. Prices at shipping points rose sharply during April from already moderate ranges and continued high during most of May. Consequently, the season average prices in both states were high. If reasonably favorable weather prevails in 1963, additional acreage will be required to obtain adequate production.

1963 Guide: The 1963 guide is a planted acreage 10 percent more than in 1962. Such an acreage, with a normal abandonment and 1959-62 average yields by states would result in a production 11 percent more than in 1962.

1963 Acreage-Marketing Guides
Spring Vegetables

Spinach

(Massachusetts, Connecticut, New York, New Jersey, Pennsylvania, Ohio,
Missouri, Maryland, Virginia, Arkansas and Oklahoma)

Year	: Acreage :		Yield :		: Price :		Value
	:Planted:	For Harvest:	Per Acre	:Production:	(\$ per	(\$1,000)	
	(acres)		(cwt.)	(1,000 cwt.)	cwt.)		
1963 Acreage Guide and Probable Production (planted acreage equal to 1962)	5,950		1/ 61	354			
<u>Background Statistics</u>							
1962 Prel.	5,950	5,100	64	327	5.94		1,944
1961	7,170	6,570	61	404	5.44		2,198
1956-60 Average	7,882	7,268	60	2/ 434	4.98		2,157
1951-55 "	10,788	10,108	64	2/ 646	4.68		2,979

1/ 1952-61 average yield.

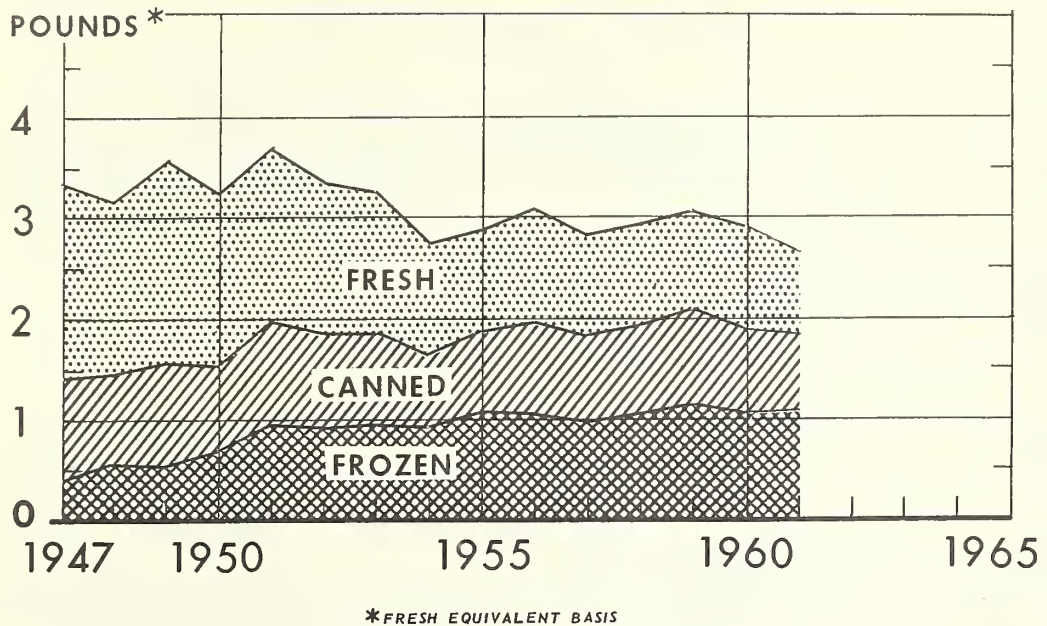
2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 13 in 1951, 10 in 1954, 9 in 1955 and 3 in 1956.

Comparisons and Comments: Production of spinach for the 1962 spring season was about a tenth less than in 1961 and about 20 percent below the 1956-60 average. The reduction occurred largely in the Ozarks area, where unfavorable weather frequently causes extensive losses and has resulted in an erratic acreage pattern. Spinach plantings in most other spring crop States have been relatively stable during the last five years and were maintained in 1962. However, unusually heavy acreage losses occurred in Pennsylvania, Virginia and Maryland. The cold weather during the early part of the 1962 season delayed crops in all areas but yield prospects were good. While there was some deterioration as the harvest progressed, the group average yield was high. Prices during most of the season were high; average returns to growers were considerably above 1961 and the 1956-60 average. Competition from frozen spinach was much lighter than usual due to a relatively small winter and spring pack. A larger pack and normal competition is likely in 1963. However, producers should be able to market successfully a larger production in 1963. Provided yields and abandonment are normal, 1963 plantings equal to those in 1962 would result in a sufficient increase.

1963 Guide: The 1963 guide is a planted acreage equal to 1962. Such an acreage, with normal abandonment and a 1952-61 average yield, will result in a production 8 percent more than in 1962.

FRESH AND PROCESSED SPINACH

Trends in Per Capita Consumption



U. S. DEPARTMENT OF AGRICULTURE

NEG. AMS 81-62(11) AGRICULTURAL MARKETING SERVICE

Total per capita consumption of spinach declined slightly in 1961 with reductions in the use of fresh and canned spinach more than offsetting a moderate gain in consumption of the frozen product. It is likely that a significant cutback in total use will be registered for 1962 due to reduced availability of all forms of spinach. Processed supplies, both canned and frozen, have been considerably below normal this year because of small winter and spring packs. Fresh output also has been relatively small as weather problems have reduced yields in most of the important producing areas.

1963 Acreage-Marketing Guides
Spring Vegetables

Tomatoes - Early Spring

(Florida, Texas and California)

Year	Acreage		Yield	:	:	:	:
	Planted:	For Harvest:	Per Acre	Production:	Price	Value	
	(acres)		(cwt.)	(1,000 cwt)	(\$ per cwt.)	(\$1,000)	
<u>1963 Acreage Guide and Probable Production</u>							
(planted acreage 10 percent more than in 1962)	29,600		1/ 135		3,722		
<u>Background Statistics</u>							
1962 Prel.	26,900	26,400	148		3,918	9.83	38,508
1961	31,900	29,400	133		3,914	6.81	26,637
1956-60 Average	50,700	46,620	83	2/	3,775	8.24	30,260
1951-55 "	65,300	56,640	69	2/	3,883	7.62	29,390

1/ 1960-62 average yield by states.

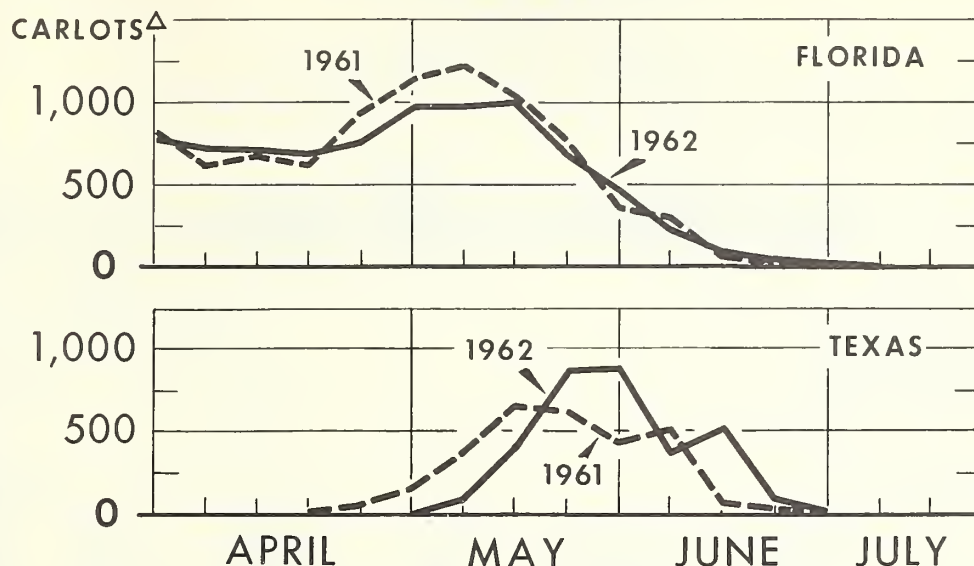
2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 102 in 1954, 100 in 1956, and 305 in 1958.

Comparisons and Comments: Review of the 1962 season calls attention to an array of new records set for early spring tomatoes. New highs were established for average yields, grower prices and total crop value. And planted acreage was record low. In spite of these contrasts, production was virtually equal to 1961. In Florida, early plantings were retarded by freezing temperatures in December and January. Early acreages in Texas were destroyed by the freeze of January 9-12. Cold weather delayed the California crop and inflicted severe losses in the Niland area and in the Coachella Valley. But subsequent weather promoted good development in all areas. Prices held at attractive levels throughout the season and encouraged repeated pickings. This development contributed to the season's high average yields. In Florida, spring shipments peaked in mid-May while heaviest Texas shipments occurred at the end of May and in early June. Thus the market-flooding overlap which sometimes occurs between these two areas was avoided. The bulk of the California crop was marketed in the West and returned attractive prices to growers. With average yields, a larger acreage will be required in 1963 to satisfy market requirements.

1963 Guide: The 1963 guide is a planted acreage 10 percent more than in 1962. Such acreages, with normal abandonment and 1960-62 average yields by states, would result in a production 5 percent less than in 1962.

TOMATO SHIPMENTS BY STATES

Early Spring Season



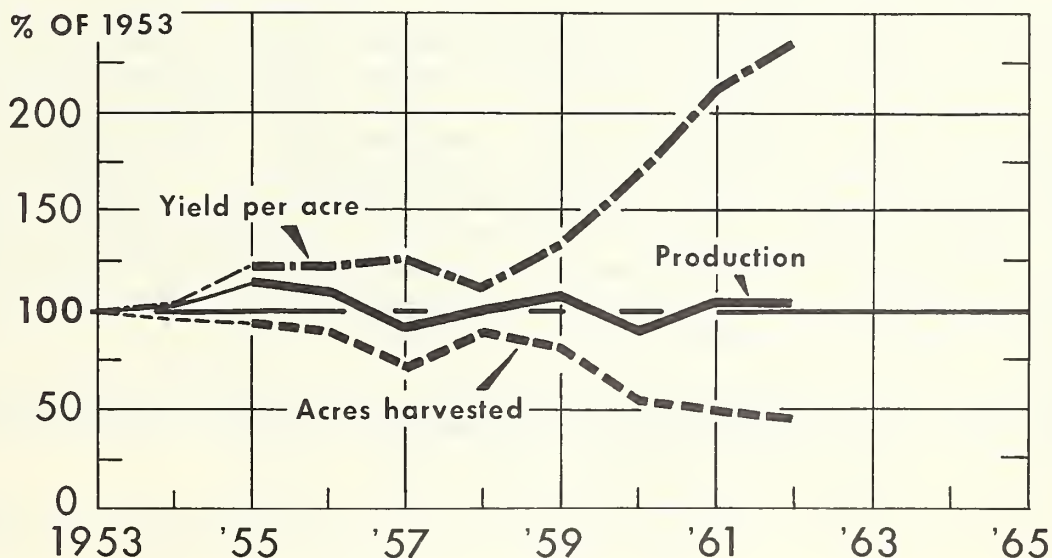
△ RAIL AND TRUCK COMBINED.

U. S. DEPARTMENT OF AGRICULTURE

NEG. AMS 359-62 (9) AGRICULTURAL MARKETING SERVICE

EARLY SPRING TOMATO TRENDS

Acreage Decline Offset by Increasing Yields



U. S. DEPARTMENT OF AGRICULTURE

NEG. AMS 361-62 (9) AGRICULTURAL MARKETING SERVICE

1963 Acreage-Marketing Guides
Spring Vegetables

Tomatoes - Late Spring

(South Carolina, Georgia, Mississippi, Louisiana and Texas)

Year	: Acreage :		Yield :		Price :		Value
	:Planted:	For Harvest:	Per Acre	:Production:	(\$ per	(\$1,000)	
	(acres)		(cwt.)	(1,000 cwt.)	cwt.)		

1963 Acreage Guide and Probable Production

(Planted acreage equal to 1962)	19,300		<u>1</u> / 52	933			
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Background Statistics

1962 Prel.	19,300	17,100	50	857	5.87	5,029
1961	18,500	17,600	63	1,113	6.82	7,593
1956-60 Average	29,180	26,980	43	<u>2</u> / 1,106	6.45	6,972
1951-55 "	48,280	39,860	34	1,364	6.30	8,169

1/ 1958-61 average yield.

2/ Includes 216,000 cwt. not marketed in 1958 and excluded in computing value.

Comparisons and Comments: The upward trend in South Carolina acreage continued in 1962. Gains and losses in the other states were offsetting and total late spring acreage was up 4 percent from 1961. Weather extremes marked the growing season. Frosts damaged crops in Texas and South Carolina, requiring some replanting in the latter state. Cold weather delayed crop development in Georgia, Louisiana and Mississippi and it was too dry during much of the season in many states. But the most severe damage occurred when heavy rains in June struck the South Carolina crop. Most of the first picking of fruit was lost and a fifth of the acreage was abandoned. Yields on the remaining fields were cut a third and crop quality suffered. The lateness of the early spring tomato crops was detrimental to late spring growers. Season average prices for the late spring crop were below both 1961 and the 1956-60 average. Competition from early spring crops in Florida and Texas can be expected to continue. In 1963 a late spring acreage equal to 1962 would furnish sufficient supplies for existing market requirements.

1963 Guide: The 1963 guide is a planted acreage equal to 1962. Such an acreage with a normal abandonment of 7 percent and a 1958-61 average yield will result in a production 9 percent larger than in 1962.

1963 Acreage-Marketing Guides
Spring Vegetables

Cantaloups

(Arizona, California, Florida and Texas)

Year	Acreage		Yield			
	:Planted:	For Harvest:	Per Acre	:Production:	Price	: Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
1963 Acreage Guide and Probable Production (planted acreage equal to 1962)	33,100		1/120	3,893		
<u>Background Statistics</u>						
1962 Prel.	33,100	32,800	120	3,934	5.72	22,498
1961	28,600	28,100	116	3,249	7.35	23,879
1956-60 Average	39,300	37,700	103	2/ 3,831	5.73	21,635
1951-55 "	42,560	40,940	102	2/ 4,174	5.53	23,179

1/ 1959-62 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 7 in 1955 and 10 in 1956.

Comparisons and Comments: Spring plantings were increased sharply in 1962. As compared with a year earlier, acreage in Texas was increased 29 percent, and acreages in California and Arizona were increased 17 percent and 13 percent, respectively. Almost a half of the total spring acreage originated in Arizona. High yields per acre were obtained in the West and a record yield was reported in Texas. Total production was 21 percent more than the small 1961 tonnage but only slightly more than the 1956-60 average. In the western States, relatively harsh winter weather delayed start of plantings. Cold spring weather caused additional delay in maturity. Harvest started early in June, 2 to 3 weeks later than normal. Crops in the Imperial Valley and Blythe areas of California and in the Yuma area of Arizona ripened almost simultaneously. As a result, harvests and shipments bunched during June and market prices were pressured downward. In the Texas Rio Grande Valley, harvest started early in May and the bulk of the crop moved to market in the remainder of May, prior to the seasonal drop in prices. A comparatively small production originated in Florida. With normal weather and the usual staggered schedule in harvests, growers should be more successful in marketing a 1963 supply about as large as that produced in 1962.

1963 Guide: The 1963 guide is a planted acreage equal to 1962. Such an acreage, with an abandonment of 2 percent and 1959-62 average yield, will result in a production slightly less than in 1962.

1963 Acreage-Marketing Guides
Spring Vegetables

Watermelons - Late Spring

(Florida and California)

Year	Acreage		Yield		Price		Value
	: Planted:	: For Harvest:	: Per Acre	: Production:	: (\$ per	: (\$1,000	
	(acres)		(cwt.)	(1,000 cwt.)	cwt.)		
1963 Acreage Guide and Probable Production (see 1963 guide below)	73,300		1/ 111	7,829			
<u>Background Statistics</u>							
1962 Prel.	76,800	74,800	115	2/ 8,568	2.40		16,973
1961	73,700	71,700	130	9,331	1.67		15,625
1956-60 Average	98,980	93,580	94	2/ 8,781	1.88		14,874
1951-55 "	94,480	89,820	87	2/ 7,811	1.96		14,526

1/ 1959-62 average yield by states.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 741 in 1954, 882 in 1955, 455 in 1956, 1,756 in 1958, 1,129 in 1960, and 1,496 in 1962.

Comparisons and Comments: Plantings were increased in 1962 in California and Florida and total acreage was 4 percent above the comparatively small total in 1961. Cold weather delayed the spring crops in all areas of Florida and California. Average yield per acre was high but moderately below the 1961 record. Total production was 8 percent below 1961 and slightly below average. First shipments from south Florida moved in late March and volume was attained early in April. Shipments from south and central Florida areas continued moderate through mid-June and prices held at relatively high levels. But during the last half of June, as supplies became available in north and west Florida, and when early summer harvests got underway in Georgia, Alabama, and the Carolinas, prices dropped sharply. Substantial abandonment occurred in Florida as total supplies exceeded market outlets. Shipments from California spring crop areas were late and met heavy competition from early summer crop producing areas in the State. Prices received by California growers averaged at a comparatively low level. Even though there may be a more normal timing in harvests between seasonal crops, a spring production in 1963 smaller than in 1962 would improve market stability.

1963 Guide: The 1963 guide is a planted acreage 5 percent less than in 1962 in Florida and equal to 1962 in California. Such an acreage, with an abandonment of 4 percent in Florida and 1959-62 average yield by States, would result in a production 9 percent less than in 1962.

